



**MARTIN'S POINT**<sup>®</sup>  
HEALTH CARE

## *Community Partner Kit*

*Working together to create a  
healthier community.*

Look inside to learn more about who we are, what we do, how we support our community, and our Brand Toolbox.

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# Delivering the Care Every Person Deserves

At Martin's Point Health Care, we're on a mission to improve the health and well-being of our community, one person at a time. As a local, not-for-profit organization deeply rooted in Maine, we have proudly provided the highest-quality CARE and COVERAGE to the people of New England and beyond for over 40 years.

To deliver on our mission, we provide excellent primary and specialty care at our Martin's Point Health Care Centers; and highly rated Medicare Advantage and TRICARE® Prime health plans for seniors and military families.

To further advance the health and well-being of our greater community, we extend our

support to other local, nonprofit organizations with similar missions through volunteerism, charitable contributions, and strategic partnerships.

Through our culture of caring—founded in our organizational values—we understand that to provide the best care to our community, we must take great care of ourselves. As a certified Great Place to Work®, we are committed to working hard and having fun in an atmosphere of trust and respect. In the end, we are *people caring for people*, inside and out.

## CARE

- Primary Care
- Specialty Care

## COVERAGE

- Medicare Advantage Plans
- TRICARE Prime® Military Plans

## COMMUNITY

- Charitable Giving
- Employee Volunteerism
- Strategic Partnerships
- Education

PHYSICIAN-LED  
NOT FOR PROFIT

HEADQUARTERED IN  
PORTLAND, MAINE

ESTABLISHED  
IN 1981

OVER 1,000  
EMPLOYEES

15 WORKSITES ACROSS  
THE NORTHEAST

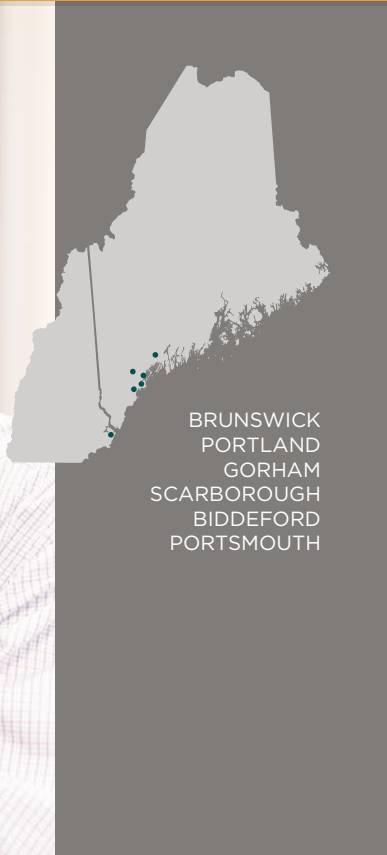
CERTIFIED GREAT  
PLACE TO WORK®

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BRUNSWICK  
 PORTLAND  
 GORHAM  
 SCARBOROUGH  
 BIDDEFORD  
 PORTSMOUTH

# Health Care Centers

Delivering the highest-quality primary and specialty care.

Providing access to excellent clinical care is one of the most important ways we directly improve the health of our community.

To deliver this care, we operate six state-of-the-art health care centers in southern Maine and one in New Hampshire.

FAMILY MEDICINE, PEDIATRICS, ADULT MEDICINE, SPORTS MEDICINE, AND CARDIOLOGY

OVER 70 PROVIDERS

OVER 90,000 PATIENTS

ON-SITE RADIOLOGY, LABS, AND PHARMACY

BEHAVIORAL HEALTH AND PHYSICAL THERAPY

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OFFERED IN  
MAINE AND  
NEW HAMPSHIRE

ALL-IN-ONE  
MEDICARE  
PLANS

CONSISTENTLY  
RATED AMONG THE  
TOP PLANS

OVER  
57,000  
MEMBERS

OVER 15,000  
NETWORK  
PROVIDERS

# Medicare Advantage Plans

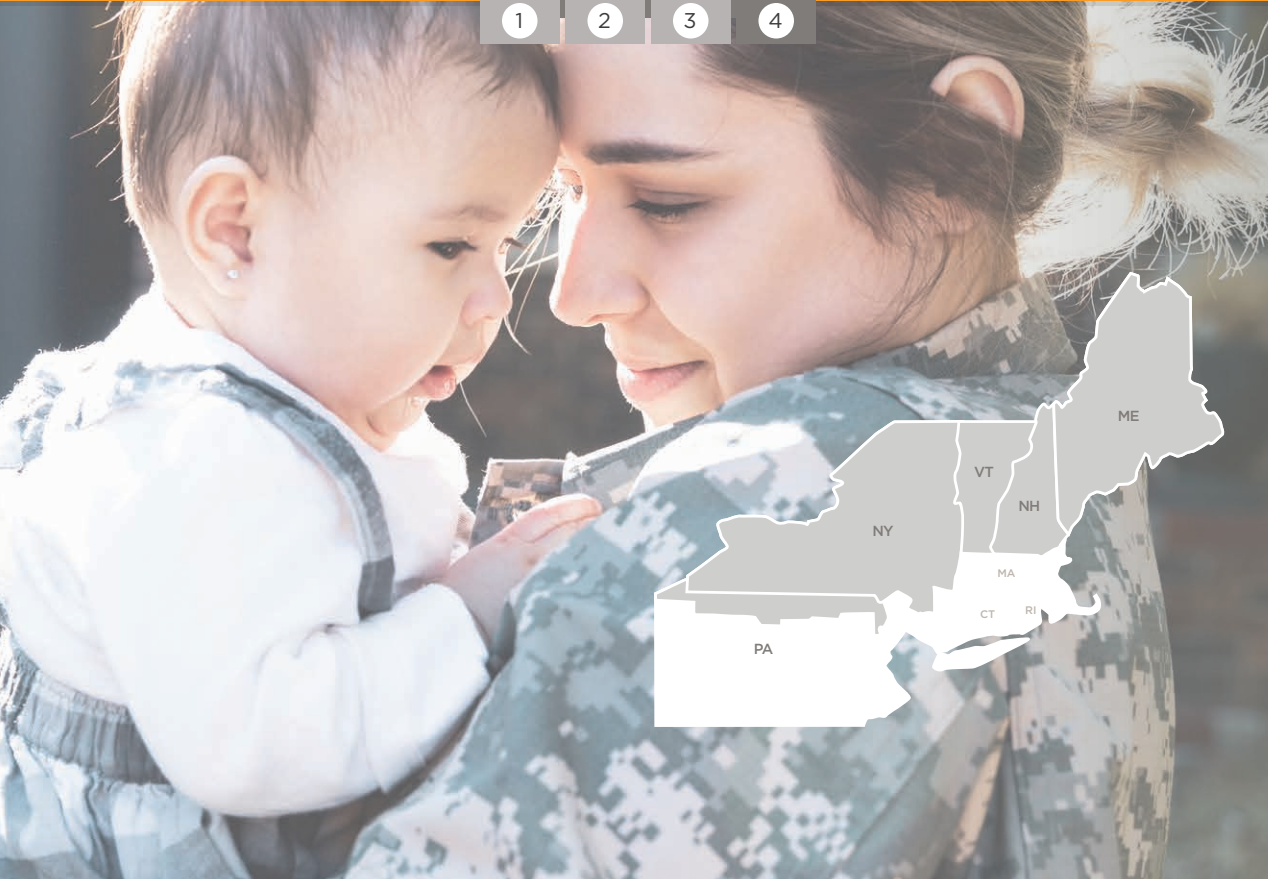
## Martin's Point Generations Advantage

Our Martin's Point Generations Advantage plans are Maine's most popular Medicare Advantage plans, and have earned Medicare's highest star ratings year after year.

Our plans offer a wide network of over 15,000 providers, including all major health care systems in Maine and New Hampshire.



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# Military Health Plans

## Martin's Point US Family Health Plan TRICARE Prime® Option

The US Family Health Plan is a TRICARE Prime® option available for military families. It is a comprehensive, managed-care plan where members receive care from a wide network of local, civilian health care providers.

We have administered this plan for over 40 years and now cover over 47,000 members in Northern New England, upstate NY, and parts of PA.

With a 97% member satisfaction score and “Excellent” ratings from the National Committee on Quality Assurance (NCQA)—we stand by our decades-long commitment to take the best care of the military families we serve!

FOR ACTIVE-DUTY  
FAMILY  
MEMBERS

FOR MILITARY  
RETIREES AND  
THEIR DEPENDENTS

OVER 47,000  
MEMBERS  
IN FIVE STATES

WIDE NETWORK OF  
LOCAL, CIVILIAN  
DOCTORS

VERY LOW  
OR  
NO COSTS

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EMPLOYEE  
VOLUNTEERISM

BOARD SERVICE

CHARITABLE  
CONTRIBUTIONSCREATING  
AWARENESS

## How We Support Our Partners

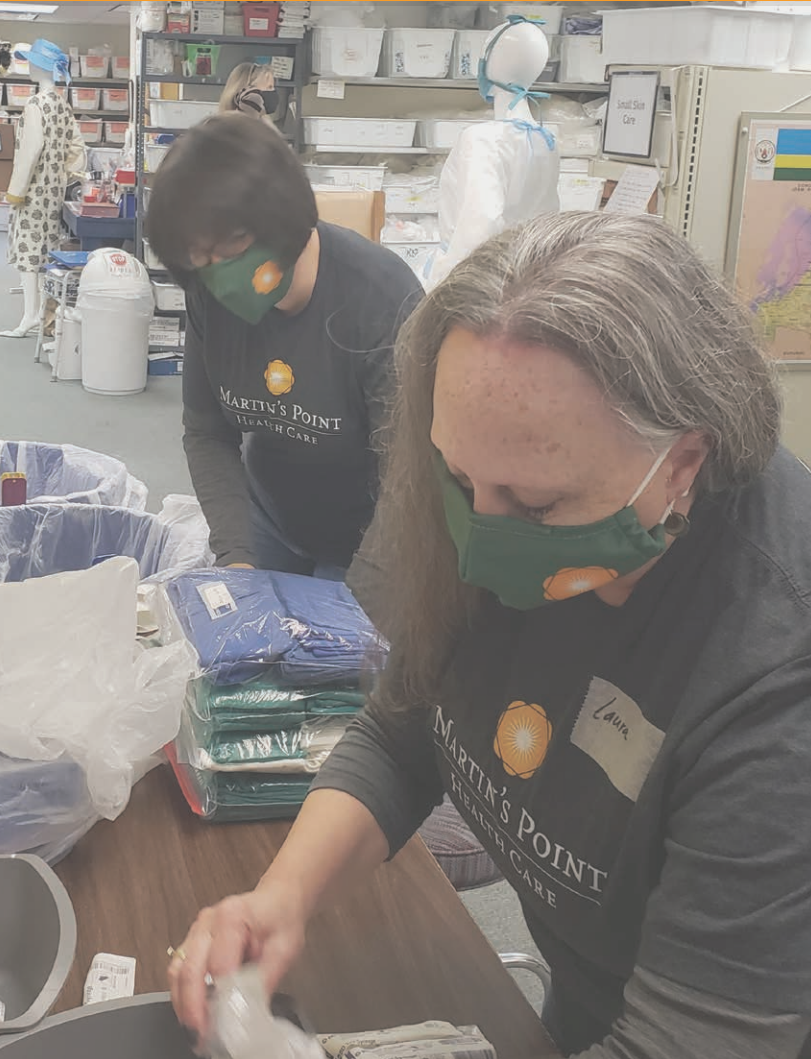
We believe in true partnerships.

At Martin's Point, we believe in the exponential power of joining forces for the greater good. That's why we go beyond the direct care and coverage we provide and leverage our human and financial resources to support local nonprofits working to address the social, economic, environmental, and behavioral factors that impact the health and wellness of our community

We do this by supporting employee volunteerism, targeting our charitable giving, encouraging our employees to hold board positions, sponsoring events, and developing strategic partnerships with nonprofits who share our vision for a healthier community.

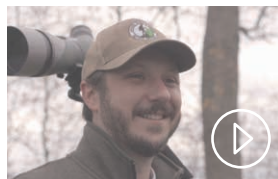
*Do you have volunteer opportunities? Let us know.*

Our employees receive 24 hours of paid volunteer time off annually to use during normal hours of operation.



# Learn More about a Few of Our Partners

Together, we're working to make a positive difference in the health of our community.



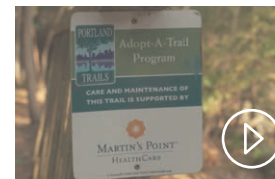
Maine Audubon



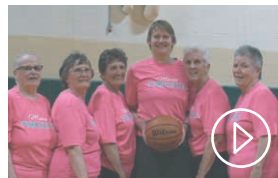
Portland Gear Hub



Oasis Free Clinics



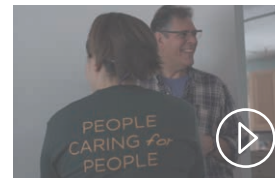
Portland Trails



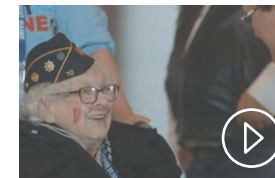
Maine Senior Games/  
Maine Pioneers Basketball



Portland Wheelers



Milestone Recovery



Honor Flight Maine



*Follow our media channels to see more!*

# How to Represent Our Brand

## In the Community

In our Brand Toolbox sections you'll find everything you need to represent Martin's Point Health Care in the community.

When spelling our name or in related body copy, please note that we spell health care as two words.

## On Social Media

As a community partner, feel free to tag us in images and posts on social media. To link to or follow our channels, click the icons below!



## Our Colors

Orange and green are our primary brand colors. We use these colors across all brand communications. Please do not alter or adjust these colors.



PMS 1375c  
PMS 130u  
CMYK: 0/45/95/0  
RGB: 249/157/39  
HEX: #f99d27



PMS 554c  
PMS 3435u  
CMYK: 78/0/63/67  
RGB: 29/92/66  
HEX: #00553d

## Our Logos

Martin's Point has primary and secondary logos. The primary logo is preferred, but the secondary logo may be used if vertical space is limited. Please see the next page for additional logo requirements.

### PRIMARY(PREFERRED)



### SECONDARY (IF NECESSARY)





# Guidelines for Logo Use

## Clear Space



**Clear space estimations**—at minimum, please keep clear space between the logo and surrounding objects equal to the “M” in Martin’s.

## Size

The logo should never be printed smaller than 1.25” wide.

## Please Do Not

Adjust proportions



Squish or stretch



Change color



Screen



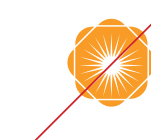
Use low-contrast backgrounds



Use busy photo backgrounds



Use medallion as logo alone



Fill medallion in with darker color



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# Logos

## File Types

### SVG FILE USES:

A superior file type for web and Microsoft programs—these files can't be opened directly, but can be imported into programs and resized *without becoming grainy*.

### PNG FILE USES:

PNGs include transparency and are great for on-screen solutions, but unlike SVGs and EPS files they can become grainy if resized.

### EPS FILE USES:

EPS files are used for professional printing. These files cannot be opened directly without the appropriate programs, but your graphic designer or print vendor will prefer this file type for the best results.

*Click the buttons below the logos to download.*



**MARTIN'S POINT**  
HEALTH CARE

### Primary Logo

For use on light backgrounds

SVG (RGB)

PNG (RGB)

EPS (CMYK)

EPS (SPOT COLOR)



**MARTIN'S POINT**  
HEALTH CARE

### Primary Logo

For use on dark backgrounds

SVG (RGB)

PNG (RGB)

EPS (CMYK)

EPS (SPOT COLOR)



**MARTIN'S POINT**  
HEALTH CARE

### Secondary Logo

For use on light backgrounds

SVG (RGB)

PNG (RGB)

EPS (CMYK)

EPS (SPOT COLOR)



**MARTIN'S POINT**  
HEALTH CARE

### Secondary Logo

For use on dark backgrounds

SVG (RGB)

PNG (RGB)

EPS (CMYK)

EPS (SPOT COLOR)

# Organizational Descriptions

**Need to describe us?** Here are some brief descriptions of Martin's Point at varying lengths.

## LONG (90 words)

Martin's Point Health Care is a progressive, not-for-profit organization providing primary care and health insurance plans to the people of Maine and beyond. The organization owns and operates seven primary care health care centers in Maine and New Hampshire and accepts most major insurance plans. Martin's Point also administers two health plans: Generations Advantage, the largest Medicare Advantage plan in Maine—also offered in New Hampshire—and the US Family Health Plan (TRICARE Prime®) for military families and retirees in northern New England, New York, and Pennsylvania. For more information, visit [www.MartinsPoint.org](http://www.MartinsPoint.org).

## MEDIUM (64 words)

Martin's Point Health Care is a progressive, not-for-profit organization providing primary health care and health insurance plans. Our seven health care centers in Maine and New Hampshire accept most major insurance plans. We offer Generations Advantage Medicare plans in Maine and New Hampshire, and the US Family Health Plan (TRICARE Prime®) in northern New England, New York, and Pennsylvania. Visit us at [www.MartinsPoint.org](http://www.MartinsPoint.org).

## SHORT (29 words)

Martin's Point Health Care is a not-for-profit organization providing primary care and Medicare and TRICARE® insurance plans in northern New England, New York and Pennsylvania. Visit us at [www.MartinsPoint.org](http://www.MartinsPoint.org).



## Have photos or stories to share?

We love to highlight our partners—and photos and testimonials are always a great way to tell a story.

Before you send them to us, here are some helpful tips for you to know:

**Image Quality:** High-resolution images are most helpful. Please send us the original photo from your phone or camera by email or file-sharing solution. Photos that have been sent by text message or uploaded to social media first are often compressed and not useable on our website or in print media.

**Image Composition:** If your subjects are in the upper-left of the image, we may be able to use them as prominent images on our website.

**Image Context:** Let us know what's going on in your photo as that may help us as we try to describe it.

**Testimonials:** Brief testimonials of participants or volunteers are always helpful. Please include at least a first name for attribution. If they coincide with a photo—even better!



## Contact Us

**Russ Phillips**

Director, Community Engagement  
Russell.Phillips@MartinsPoint.org  
207-791-3884

**Miranda Dolph**

Marketing and Community Engagement  
Specialist  
Miranda.Dolph@MartinsPoint.org  
207-253-6140

**General Community Email**

Community@MartinsPoint.org