



COMMUNITY PARTNER KIT

Working together
to create a healthier
community.



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.

As part of our culture of caring, we believe 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.

CARE

- » Primary Care
- » Specialty Care

COVERAGE

- » Medicare Advantage Plans
- » TRICARE Prime® Military Plans

COMMUNITY

- » Charitable Giving
- » Employee Volunteerism
- » Strategic Partnerships
- » Education

HEALTH CARE CENTERS

Providing the highest-quality primary and specialty care.

Offering 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 five state-of-the-art health care centers in southern Maine and one in New Hampshire.

- » Family Medicine, Pediatrics, Adult Medicine, and Sports Medicine
- » Over 70 providers
- » Over 89,000 patients
- » On-site radiology, labs, and pharmacy
- » Behavioral health and physical therapy



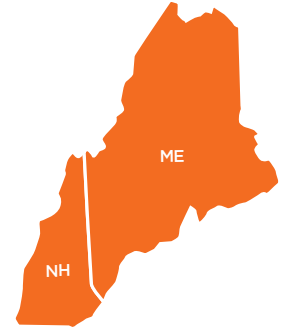
BRUNSWICK
PORTLAND
GORHAM
SCARBOROUGH
BIDDEFORD
PORTSMOUTH





GENERATIONS ADVANTAGE

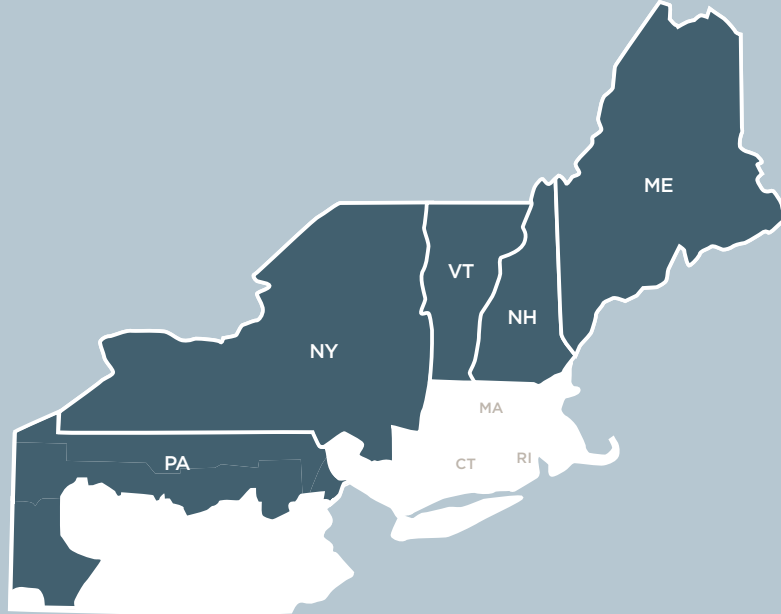
Medicare Advantage plans focused on quality.



Our Martin's Point Generations Advantage plans are offered statewide in Maine and New Hampshire and are Maine's most popular Medicare Advantage plans. Focused on quality, our Medicare Star Ratings are among the highest 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.

- » Offered in Maine and New Hampshire
- » All-in-one Medicare Advantage plans
- » Consistently rated among the top plans
- » Over 73,000 members
- » Over 15,000 network providers



US FAMILY HEALTH PLAN

Military health plans serving those who serve.

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 46,000 members in Northern New England, upstate NY, and northern and western 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 46,000 MEMBERS IN FIVE STATES

WIDE NETWORK OF LOCAL, CIVILIAN DOCTORS

VERY LOW OR NO COSTS

PARTNER SUPPORT

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 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.

[See our 2023 Community Impact Report](#)

- » Employee volunteerism
- » Board service
- » Charitable contributions
- » Creating awareness



★ Do you have volunteer opportunities? Let us know.

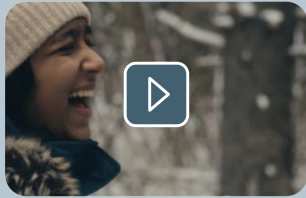
Our full-time employees receive 24 hours of paid volunteer time off annually to use during normal hours of operation.

OUR PARTNERS

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



ADA Camp Carefree



Teens to Trails



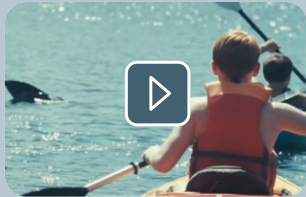
Through These Doors



Make-A-Wish



Cultivating Community



Camp Susan Curtis



Southern Maine Agency on Aging



Special Surfers



Click the vimeo logo to see more partner videos.



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 Color

Martin's Point Marine is our primary brand color. We use this in all brand communications.

Pantone 3292
RGB: 0, 78, 66

CMYK: 100, 42, 67, 33
HEX: #004e42

Our Identifier Logo

The Martin's Point identifier logos are used when no other context about Martin's Point is present. If content about Martin's Point will accompany the logo, an option without the words "Health Care" is available by request. Please see the next page for additional logo requirements.

HORIZONTAL (PREFERRED)



STACKED (IF NECESSARY)



Guidelines for use

Clear Space

At minimum, please keep clear space between the logo and surrounding objects equal to height and width of the Martin's Point Medallion.



Scale



Large Format To ensure optimal legibility, the logo must maintain a **minimum height of 25 px or 0.35 in.** If using the logo below the minimum size requirements, switch to the small format version.



Small Format This version of the logo is to be used only up to a maximum height of 25px or 0.35 in. Above the maximum height, switch to the large format version. The small format version has a **minimum height of 13.5px or 0.1875 in.**

Guidelines for use

Scale



Martin's Point

HEALTH CARE

Large Format To ensure optimal legibility, the logo must maintain a minimum height of 65 px or 0.9 in. If using the logo below the minimum size requirements, switch to the small format version.



Martin's Point

HEALTH CARE

Small Format This version of the logo is to be used only up to a **maximum height of 65px or 0.9 in.** Above the maximum height, switch to the large format version. The small format version has a **minimum height of 54px or 0.75 in.**

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.

Martin's Point | HEALTH CARE

Large Format Logo

-  PNG (RGB) SVG (RGB) EPS (CMYK) EPS (SPOT)
-  PNG (RGB) SVG (RGB) EPS (CMYK)
-  PNG (RGB) SVG (RGB) EPS (CMYK)



Large Format Logo

-  PNG (RGB) SVG (RGB) EPS (CMYK) EPS (SPOT)
-  PNG (RGB) SVG (RGB) EPS (CMYK)
-  PNG (RGB) SVG (RGB) EPS (CMYK)

Small Format Logo

-  PNG (RGB) SVG (RGB) EPS (CMYK) EPS (SPOT)
-  PNG (RGB) SVG (RGB) EPS (CMYK)
-  PNG (RGB) SVG (RGB) EPS (CMYK)

Small Format Logo

-  PNG (RGB) SVG (RGB) EPS (CMYK) EPS (SPOT)
-  PNG (RGB) SVG (RGB) EPS (CMYK)
-  PNG (RGB) SVG (RGB) EPS (CMYK)



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

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