

Strategy note: The objective of the infographic is to showcase DICK's Sporting Goods' sustainability practices and initiatives. This infographic highlights six of their product sustainability efforts, and includes condensed definitions from the sustainable shopping glossary that is directly linked on their sustainability website. The graphics are also pulled from their webpage, to keep a consistent brand voice. The message from the infographic strategically aligns with the brand by highlighting how DICK's Sporting Goods is committed to helping save the planet through their own words, and maintains a consistent brand identity through keeping the graphics, the definitions, and color scheme the same (or relatively, for the definitions) as their webpage.