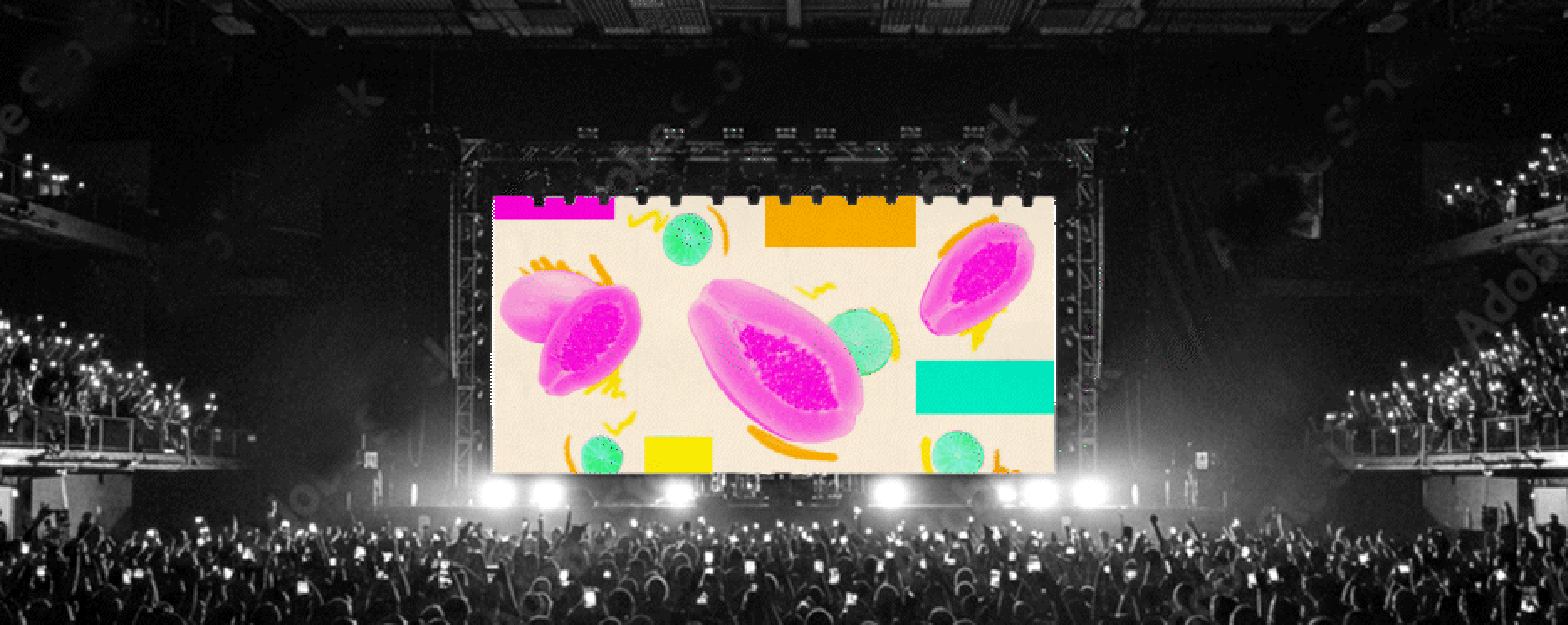




SAMPLE PROJECT

Inspired by designs by Graphic Design Student Taylor Downard, see: behance.net/taylordownard1

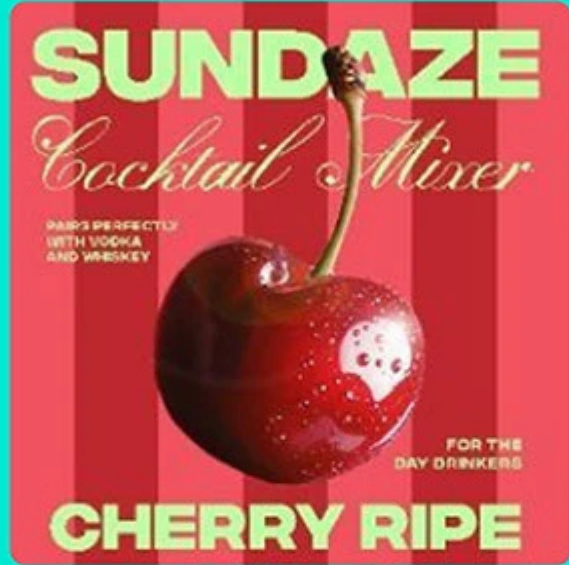
CONCEPT

DREAMSICLE

SUMMER TOUR

Summer Tour Campaign by Taylor Downard, 2026. Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

Mood Board



#F9ECD9

#F5E900

#F8B101

#00E8D3

Oswald Gothiks Round

Summer Tour Campaign by Taylor Downard, 2026. Retrieved from:
behance.net/gallery/245870567/Summer-Tour-Campaign

#F701BB

POSTER DESIGN

Plan the poster by hand

Inspired by:
Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: [behance.net/gallery/245870567/Summer-Tour-Campaign](https://www.behance.net/gallery/245870567/Summer-Tour-Campaign)



#F9ECD9

#F5E900

#F8B101

#00E8D3

#F701BB

POSTER DESIGN

Colour Poster Design

Summer Tour Campaign by Taylor Downard, 2026. Retrieved from:
behance.net/gallery/245870567/Summer-Tour-Campaign



TICKET DESIGN

Hand-drawn designs

Inspired by:
Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign



#F9ECD9

#F5E900

#F8B101

#00E8D3

#F701BB

TICKET DESIGN

Designed in Canva



#F9ECD9



#F5E900

#F8B101



#00E8D3

#F701BB

Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

PASS DESIGN

Hand-drawn designs



Inspired by:
Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

#F9ECD9

#F5E900

#F8B101

#00E8D3

#F701BB

PASS DESIGN

Colour Mockups



#F9ECD9

#F5E900

#F8B101

#00E8D3

#F701BB

TOUR MERCH



TOUR BUS

Hand-drawn Design



Inspired by: Summer Tour Campaign by Taylor Downard, 2026. Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

TOUR BUS

Full Colour Mockup



Inspired by: Summer Tour Campaign by Taylor Downard, 2026. Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

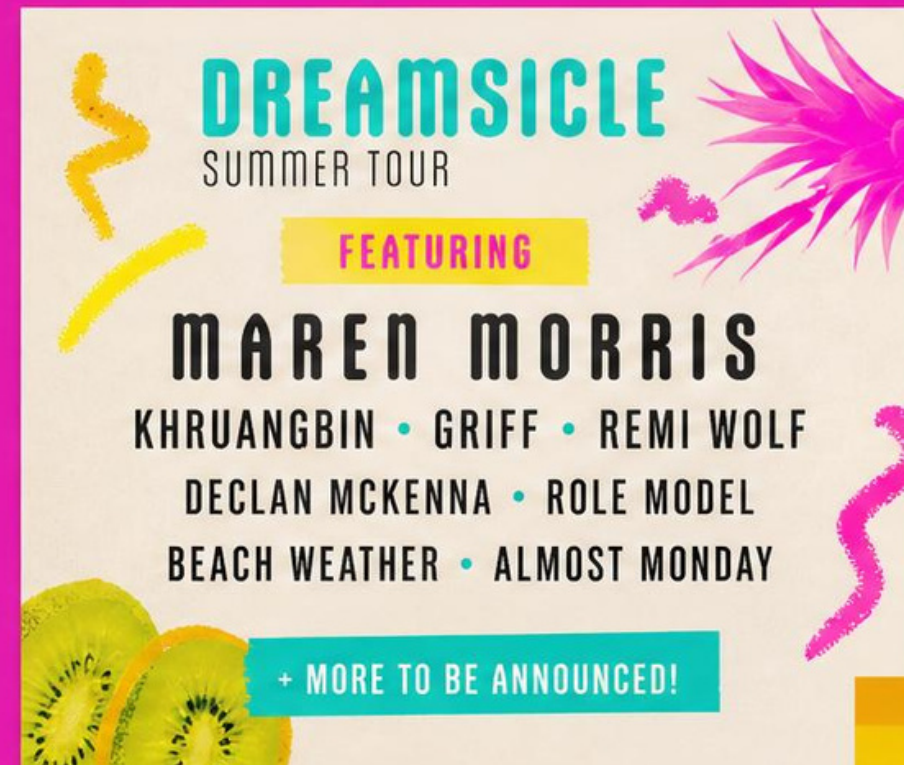
SOCIAL POSTS

Hand-drawn Designs



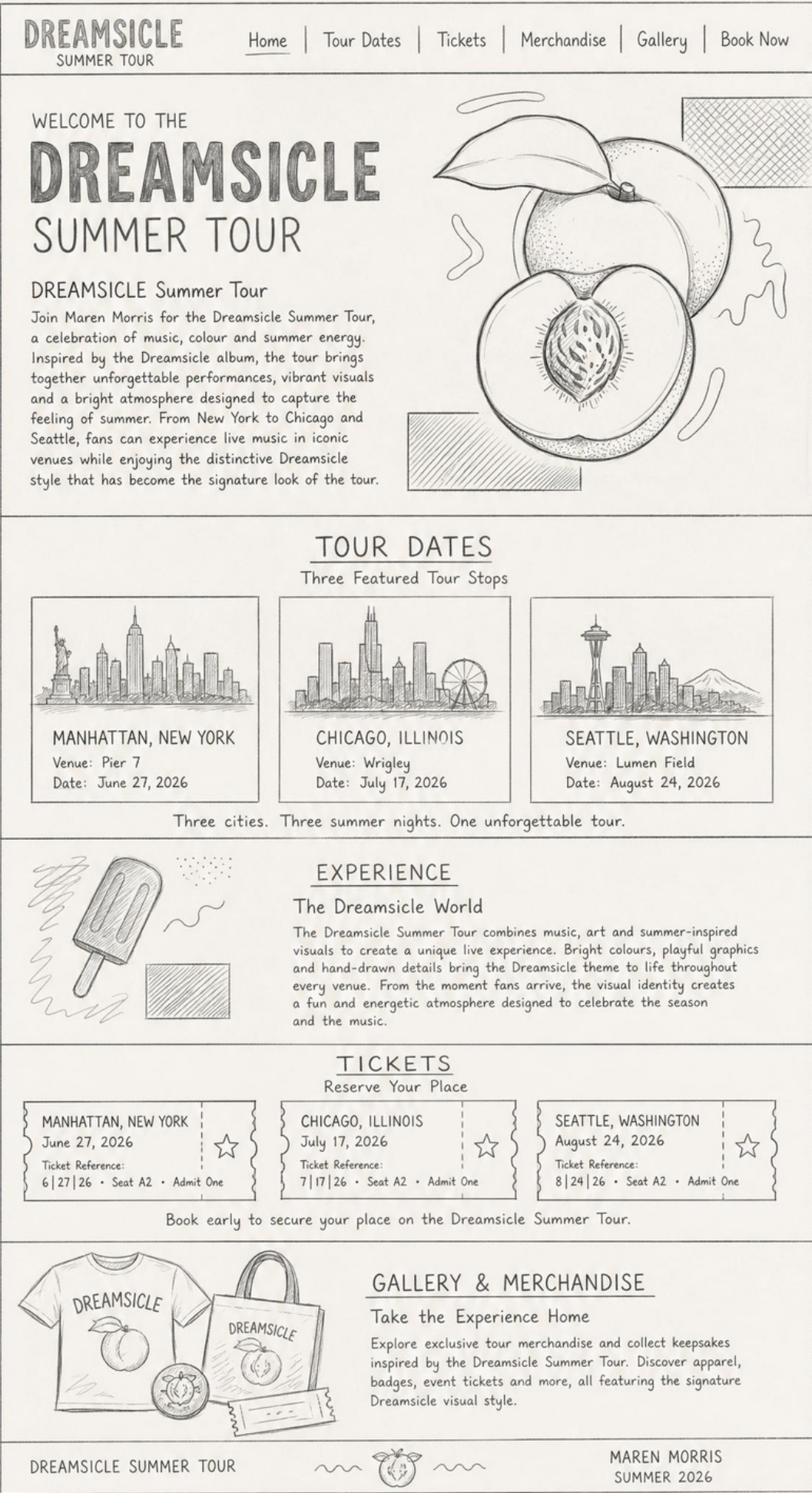
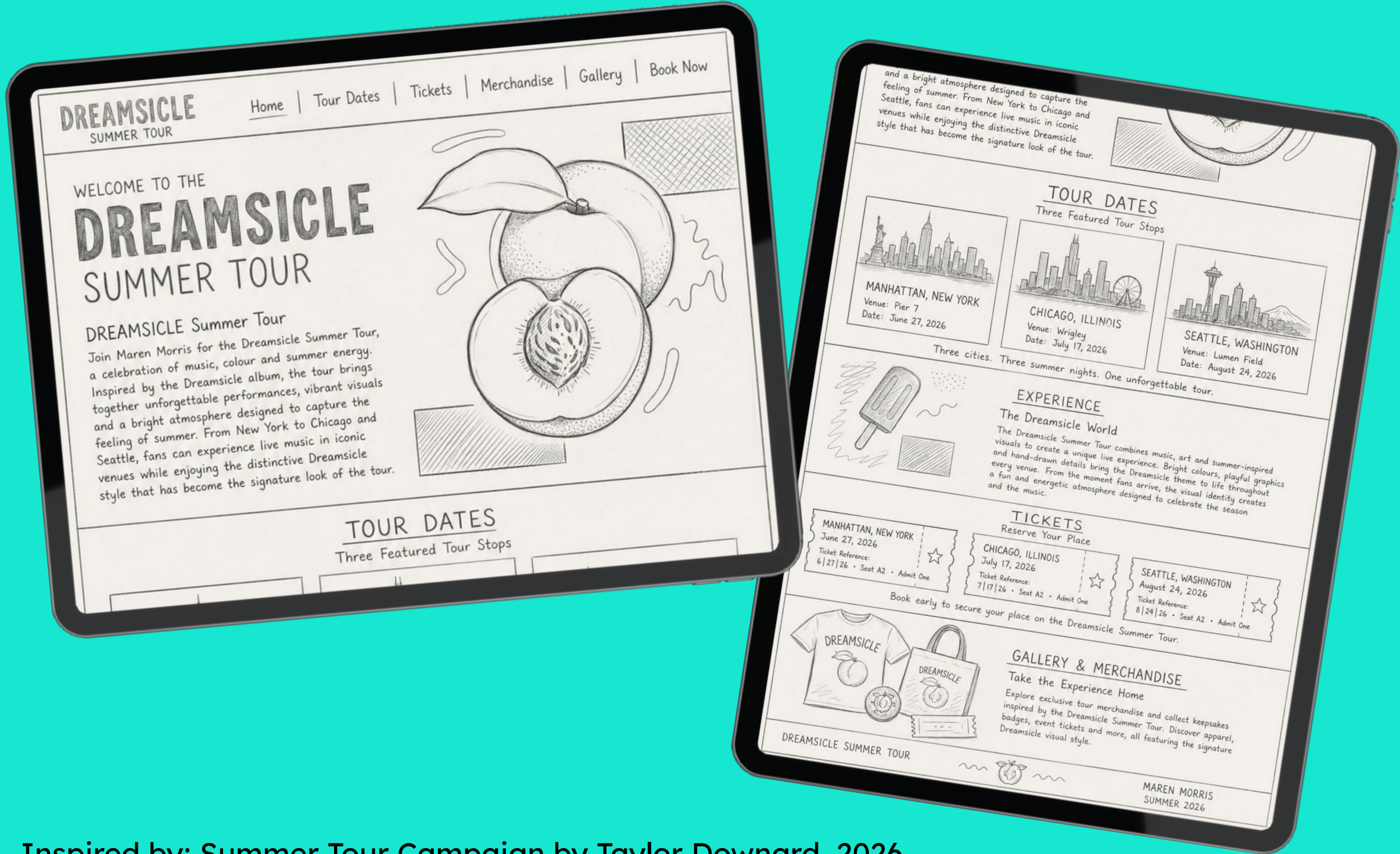
SOCIAL POSTS

Colour Designs



WEB DESIGN

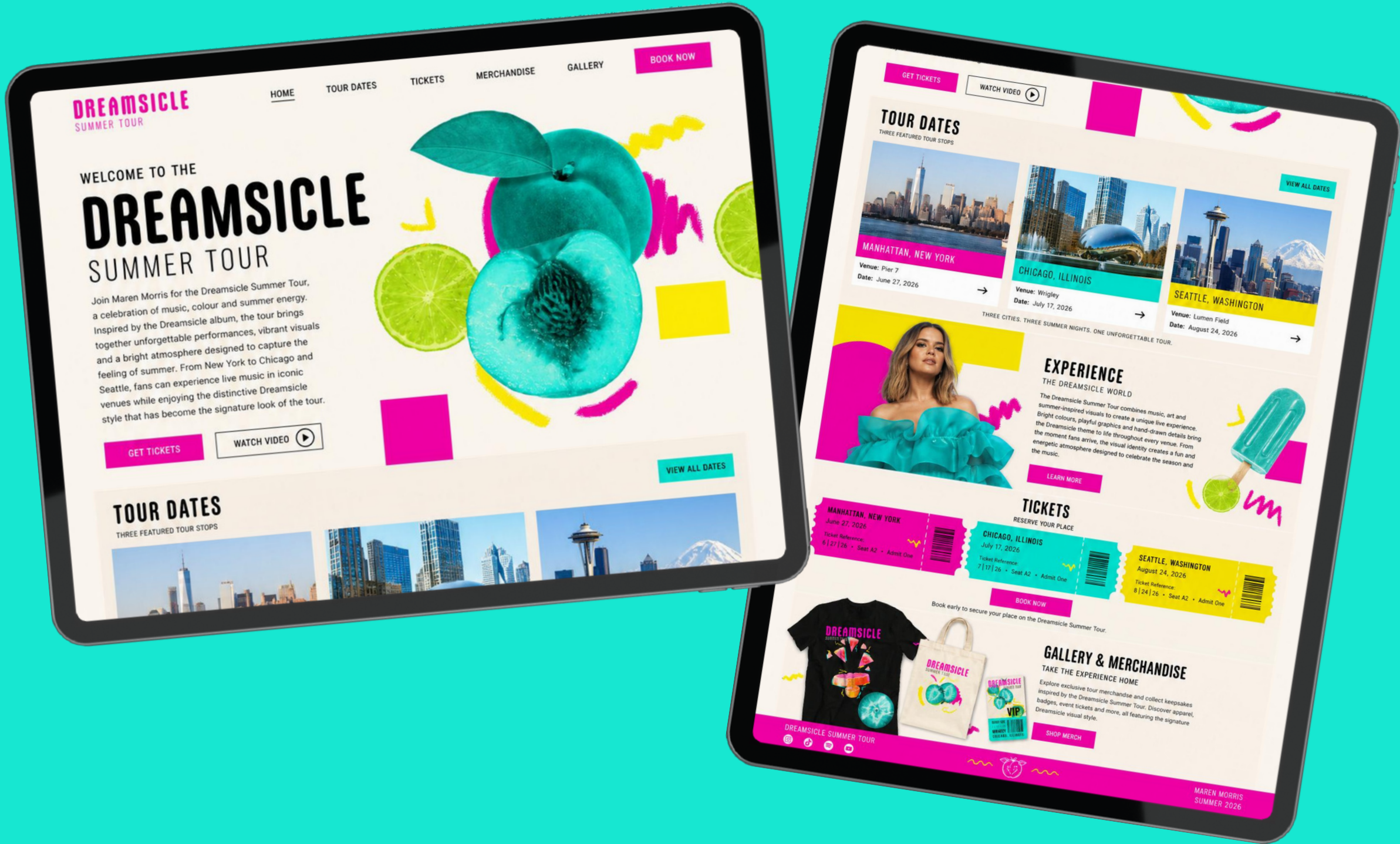
Hand-drawn Wireframe



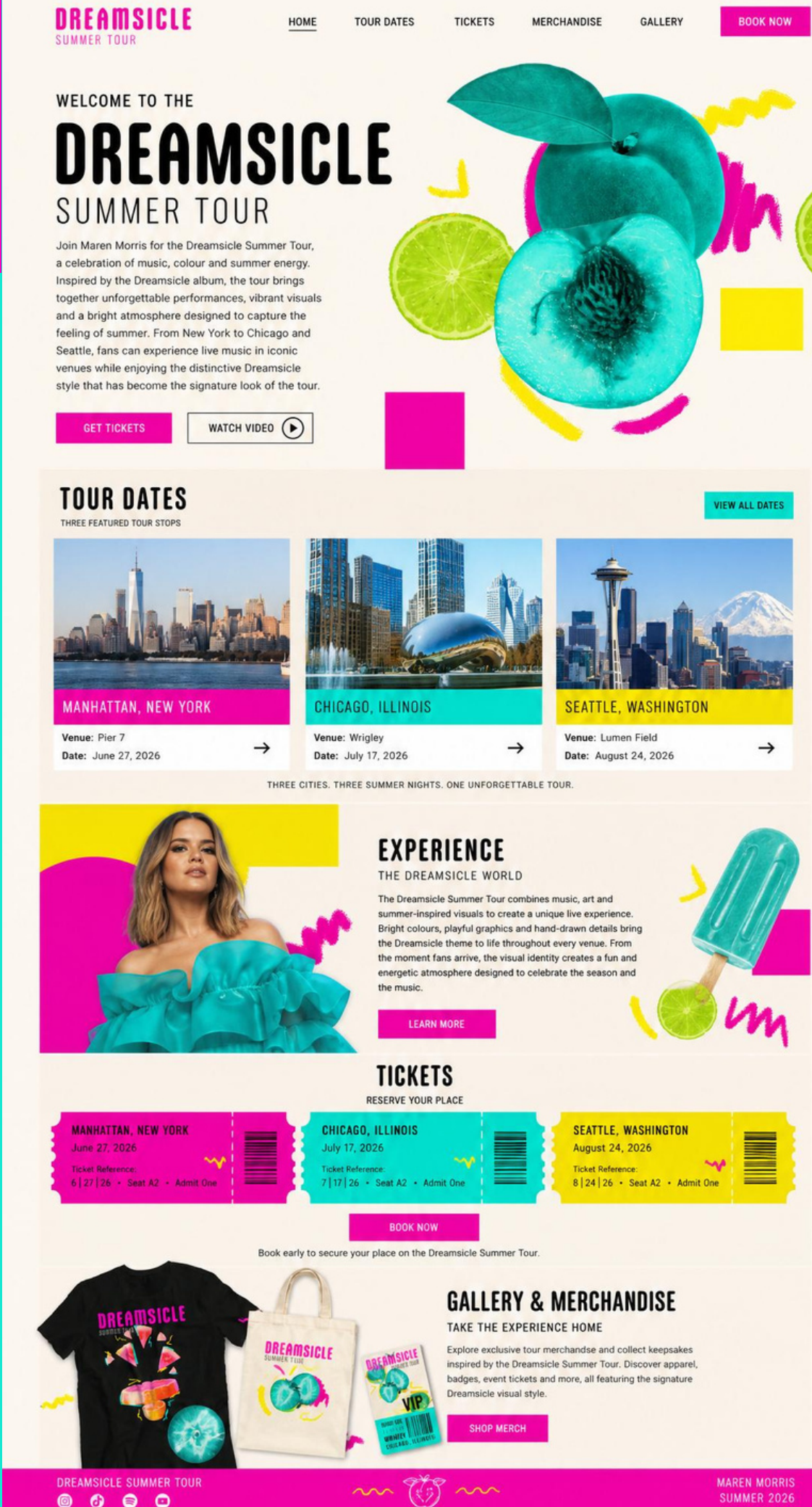
Inspired by: Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign

WEB DESIGN

Colour Design



Inspired by: Summer Tour Campaign by Taylor Downard, 2026.
Retrieved from: behance.net/gallery/245870567/Summer-Tour-Campaign



NavBar Section

Navigation (Menu) Bar

WELCOME TO THE DREAMSICLE SUMMER TOUR

Join Maren Morris for the Dreamsicle Summer Tour, a celebration of music, colour and summer energy. Inspired by the Dreamsicle album, the tour brings together unforgettable performances, vibrant visuals and a bright atmosphere designed to capture the feeling of summer. From New York to Chicago and Seattle, fans can experience live music in iconic venues while enjoying the distinctive Dreamsicle style that has become the signature look of the tour.

[GET TICKETS](#)

[WATCH VIDEO](#)



Hero Section

The heading section, or first thing you see on a website

TOUR DATES

THREE FEATURED TOUR STOPS

[VIEW ALL DATES](#)



MANHATTAN, NEW YORK



CHICAGO, ILLINOIS



SEATTLE, WASHINGTON

Venues Section



EXPERIENCE

THE DREAMSICLE WORLD

The Dreamsicle Summer Tour combines music, art and summer-inspired visuals to create a unique live experience. Bright colours, playful graphics and hand-drawn details bring the Dreamsicle theme to life throughout every venue. From the moment fans arrive, the visual identity creates a fun and energetic atmosphere designed to celebrate the season and the music.

[LEARN MORE](#)

Lineup Section

TICKETS

RESERVE YOUR PLACE

MANHATTAN, NEW YORK

June 27, 2026

Ticket Reference:

6 | 27 | 26 • Seat A2 • Admit One



CHICAGO, ILLINOIS

July 17, 2026

Ticket Reference:

7 | 17 | 26 • Seat A2 • Admit One



SEATTLE, WASHINGTON

August 24, 2026

Ticket Reference:

8 | 24 | 26 • Seat A2 • Admit One

[BOOK NOW](#)

Book early to secure your place on the Dreamsicle Summer Tour.

Tickets Section



GALLERY & MERCHANDISE

TAKE THE EXPERIENCE HOME

Explore exclusive tour merchandise and collect keepsakes inspired by the Dreamsicle Summer Tour. Discover apparel, badges, event tickets and more, all featuring the signature Dreamsicle visual style.

[SHOP MERCH](#)

Footer Section

DREAMSICLE SUMMER TOUR



MAREN MORRIS
SUMMER 2026