Portfolio

DAVE CARON

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Small Business Branding

At Vistaprint, I helped thousands of small businesses establish and grow their brands by designing over 2,000 customizable templates across a wide range of marketing products. My work included business cards, flyers, posters, banners, signage, and editable logo designs, all created to give entrepreneurs access to professional, high-quality branding regardless of their budget or design experience. By balancing creativity with scalability, I developed versatile design systems that empowered customers to personalize materials while maintaining strong visual impact and brand consistency across every touchpoint.





Print & Branding













Print & Branding







Print & Branding













Print & Branding

Logos

Logos Built to Last. Brands Built to Grow.

I've designed numerous logos and visual identities for businesses, festivals, events, and nationally recognized artists. My work spans everything from small startups and family-owned companies to iconic music festivals and touring bands, including Yonder Mountain String Band, New Orleans Jazz & Heritage Festival, Bonnaroo, Bluegrass in the Bottoms, Blue Horizon Seafood, and MadPom Inc. Each project presents a unique challenge, requiring a balance of strategic thinking, visual storytelling, and timeless design.

For me, a logo is much more than a mark—it's the foundation of a brand's identity. Every logo is crafted to capture the personality, values, and story behind the organization while remaining versatile enough to live across everything from merchandise and signage to packaging, digital media, and advertising. Whether creating a rugged outdoor festival identity, a memorable corporate brand, or a handcrafted logo for a local business, my goal is always the same: to design distinctive, enduring identities that people instantly recognize and connect with.







Print & Branding





















MADE WITH

Adobe Creative Suite

Hand Rendered

AEG

LIVE NATION ENTERTAINMENT

LIVE FOR LIVE MUSIC

merchtraffic

GOOD HARBOR

Print & Branding


NEW TRADITION
DUNKIN' DONUTS
WORLD'S FINEST COFFEE
Dunkin' Donuts
Hollywood Bl
DUNKIN' DONUTS


DUNKIN' DONUTS
WORLD'S FINEST COFFEE
Dunkin' Donuts

MARVEL'S FANTASTIC FOUR X DUNKIN'

Hollywood Boulevard Takeover | Los Angeles, California

For the launch of Marvel Studios' DOOMSDAY, I had the opportunity to design a large-scale, retro-inspired billboard as part of a Dunkin' takeover on Hollywood Boulevard in Los Angeles, California. Positioned directly above the Dunkin' storefront, the billboard was designed to transport viewers back to the 1960s, blending the nostalgic visual aesthetic of Marvel's Fantastic Four with the history and charm of Dunkin's original Massachusetts restaurant.

The creative challenge was to seamlessly merge two iconic worlds into one cohesive illustration. Drawing inspiration from vintage 1960s advertising, mid-century architecture, and classic comic book artwork, I recreated the look and feel of Dunkin's original restaurant while incorporating the futuristic, retro-science-fiction aesthetic of The Fantastic Four. I hand-illustrated Marvel characters H.E.R.B.I.E. and Johnny Storm, integrating them into the environment alongside vintage automobiles, period signage, and architectural details. To ground the artwork in its Hollywood Boulevard location, I incorporated California palm trees, mountain silhouettes, and a Los Angeles-inspired skyline, creating a playful intersection of East Coast nostalgia and West Coast scenery.

The final design utilized a limited two-color palette, intricate linework, and vintage-inspired illustration techniques to capture the authenticity of 1960s commercial art. Every element was carefully considered to ensure the billboard felt like a genuine piece of mid-century advertising while celebrating the distinct identities of both Marvel and Dunkin'. The artwork also needed to translate effectively to an enormous architectural canvas, maintaining its visual impact and readability from street level.

One of the most rewarding aspects of the project was presenting the finished artwork to executives from Disney, Marvel, and Dunkin', who unanimously approved the design. The project represents the kind of work I enjoy most: combining illustration, brand storytelling, pop culture, and nostalgic design to create something visually distinctive and memorable.

MADE WITH
Adobe Creative Suite
Hand Rendered

Print & Branding


SPIDEY D
HORROR HOUSE
TICKETS
ENTER


SPIDEY D
SPIDER
THE GREAT
SPIDEY
SPOOKIEST
THE CREEPIEST
FRIGHTFUL
FREAKY FUN


SPIDEY D
SPIDER
THE GREAT
SPIDEY
SPOOKIEST
THE CREEPIEST
FRIGHTFUL
FREAKY FUN


THE CREEPIEST
SHOW IN TOWN
NO REFUNDS!
FRIGHTFUL
FREAKY FUN
AWAITS!
ADMISSION 25 CENTS


THE GREAT
25¢
SPIDEY
Salem's SPOOKIEST Spider
APPEARING NIGHTLY


SPIDEY D'S
MIDNIGHT
HORROR HOUSE
THRILLS
AND A FEW SUPRISES
CHILLS


THE TRAVELING
SPIDEY D
ODDITIES & MARVELS
R.U. CURIOUS?
25


STRANGEST ATTRACTION
25¢
SPIDEY
RITE
UP
25¢
IN MASSACHUSETTS

DUNKIN

Dunkin' — Spidey D's Horror House
Illustration & Poster Design

For Dunkin's Halloween store takeover in Salem, Massachusetts, I created a series of vintage carnival paste posters featuring Spidey D in a mischievous world of sideshow spectacle. The artwork paired expressive rubber-hose character illustration with retro typography and a Halloween palette, bringing a playful sense of menace to the carnival theme.

Each poster explored a different attraction or character moment while maintaining a cohesive visual style. Designed to work individually and together as an installation, the series drew on the energy of old carnival advertising, with bold compositions and theatrical lettering.

@darkhorseexp and @dunkin brought the experience to life at 152 Washington St., transforming the store into "Spidey D's Horror House." The finished posters helped establish the setting and character of the space, bringing my love of vintage illustration and Halloween into a memorable branded experience.

MADE WITH
Adobe Creative Suite
Hand Rendered

Print & Branding

Packaging

Bringing Brands to Life Through Packaging

I've designed packaging that blends strategic thinking with compelling visual storytelling. At Vistaprint, I developed packaging solutions for a wide range of products, including custom mailer boxes, dry food packaging, shopping bags, hang tags, and retail packaging systems. These projects demanded an understanding of production requirements, dielines, shelf presence, and user experience—creating packaging that was not only visually engaging but also practical, functional, and ready for production.

Through Hoverchair Studios, I've expanded that experience into custom packaging for clients across the food, beverage, music, and retail industries. My work includes collectible CD box sets, craft beer can labels, bottled water packaging, jar labels, and other specialty products where storytelling and brand personality are just as important as the product itself. Whether designing for a national music release, a craft beverage, or an independent small business, I approach every package as an opportunity to create a memorable first impression that strengthens the brand and connects with its audience.





Print & Branding











MADE WITH

Adobe Creative Suite

Hand Rendered

Print & Branding


ANNAPOLIS
BAYGRASS
MUSIC FESTIVAL
EVERY JAM HEALS THE BAY
LITTLE FEAT
YONDER MOUNTAIN STRING BAND
BÉLA FLECK MY BLUEGRASS HEART
SAM BUSH
MOUNTAIN GRASS UNIT
TOPHOUSE · SHADOWGRASS
SCYTHIAN · SISTER SADIE
FIRESIDE COLLECTIVE
MIDNIGHT NORTH · JAMMY BUFFET
MELODY TRUCKS & THE FITZKEE BROTHERS BAND
GERALDINE
ARTISTS AT LARGE
ALLIE KRAL · ALVIN LEE · PATRICK RAINEY
SEPTEMBER 19 & 20
SANDY POINT STATE PARK • ANNAPOLIS, MARYLAND
2026

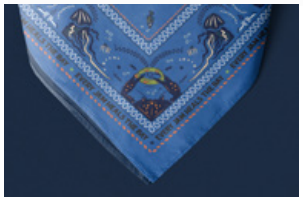

BAYGRASS FESTIVAL
TICKETS & INFO
A PORTION OF PROCEEDS GOES TO CHESAPEAKE BAY CONSERVATION
CAN ARTIST: DAVE CARON
@KOVERCHAIRSTUDIOS
12
Dewey Beer
BAY KEEPER IPA
ANNAPOLIS
BAYGRASS
MUSIC FESTIVAL
EVERY JAM HEALS THE BAY
6% ALC/VOL WEST COAST INDIA PALE ALE


SEPTEMBER 19 & 20, 2026
SANDY POINT STATE PARK
ANNAPOLIS
BAYGRASS
MUSIC FESTIVAL
EVERY JAM HEALS THE BAY
JOIN US ON THE BAY • BAYGRASSFESTIVAL.COM




EVENT OF THE YEAR
ANNAPOLIS
BAYGRASS
MUSIC FESTIVAL
FEATURING
LITTLE FEAT
YONDER MOUNTAIN STRING BAND
BÉLA FLECK MY BLUEGRASS HEART
SAM BUSH
MOUNTAIN GRASS UNIT
AND MANY MORE!
SEPT 19 & 20, 2026
TICKETS ON SALE NOW!
BEACHFRONT VIBES
CRAFT FOOD & DRINKS
FAMILY FUN · PREMIUM VIP
SANDY POINT STATE PARK
BAYGRASSFESTIVAL.COM


CHESAPEAKE COFFEE ROASTERS
OYSTER REEF
ORGANIC MEDIUM ROAST
ANNAPOLIS
BAYGRASS
MUSIC FESTIVAL



Baygrass Music Festival

One of the projects I'm most proud of is serving as the Art Director and Designer for the 2026 Baygrass Music Festival. I led the creative vision from initial concept sketches through final production, overseeing a comprehensive visual refresh that touched nearly every aspect of the festival experience.
The project began as a soft rebrand. We intentionally preserved the recognition and equity of the existing logo while refining the color palette and completely reinventing the artistic direction.

The first piece was the 11×17 announcement poster, which established the creative system that expanded across every audience touchpoint. I art directed and designed event posters, billboards, stage banners, wayfinding signage, promotional videos, digital marketing assets, merchandise, and product collaborations with Dewey Beer and Chesapeake Coffee Roasters. Throughout the campaign, I created evolving character illustrations and graphic variations that kept each application fresh while maintaining a cohesive and recognizable brand.

The biggest decision I made was treating the festival as a complete brand ecosystem rather than a collection of individual deliverables. Every piece was designed to reinforce the same visual story, creating a consistent experience whether someone discovered the festival through social media, walked through the gates, bought a T-shirt, or picked up a collaborative product. That cohesive approach helped strengthen Baygrass's identity, contributed to increased pre-event ticket sales and merchandise revenue ahead of the 2026 festival, and positioned the brand for long-term growth.

This project was especially meaningful because it combined my experience in music festival branding with a mission I believe in. A portion of festival proceeds supports Chesapeake Bay restoration and preservation efforts, as well as mental health awareness initiatives, making it rewarding to create work that not only connected with audiences but also helped support important environmental and community causes.





MADE WITH
Adobe Creative Suite
Hand Rendered

Print & Branding

Guster

Official Artwork and Creative Partnership with Guster and Good Harbor Music.

For more than 15 years, I've maintained an ongoing creative partnership with the band Guster and their merchandise company, Good Harbor Music, developing visual assets that have become an integral part of the band's brand and fan experience. Over the years, I've designed a wide range of merchandise and promotional materials, including T-shirts, limited-edition gig posters, event signage, wayfinding graphics, stage banners, enamel pins, blankets, web graphics, and album packaging. This long-term collaboration has required a deep understanding of the band's evolving identity while consistently delivering creative solutions that resonate with fans across live events, online platforms, and retail merchandise. The relationship reflects my ability to build lasting client partnerships through dependable execution, creative versatility, and a strong understanding of music branding.

MADE WITH

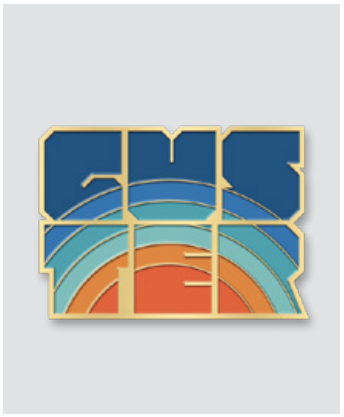
Adobe Creative Suite
Hand Rendered



Print & Branding


SYMPHONY HALL, BOSTON, MA
GUSTER
WITH THE BOSTON POPS
EMPIRE STATE
NOVEMBER 20TH • PERFORMING TWO SETS INCLUDING AN ALL-REQUEST SET
Departures
ILLINOIS
GUSTER
GUSTER
THE ROAD TO CARNEGIE
2022
GUSTER
PORTLAND, ME
AUGUST 12-14, 2022
ON THE OCEAN WEEKEND
GUSTER
TERMINAL 5
New York, New York


GUSTER


GUSTER


Butterfly Bakery of Vermont
GUSTARD
A GUSTER MUSTARD
8 oz (225g)


GUSTER
Always Fresh!
GUSTER

Gig Posters

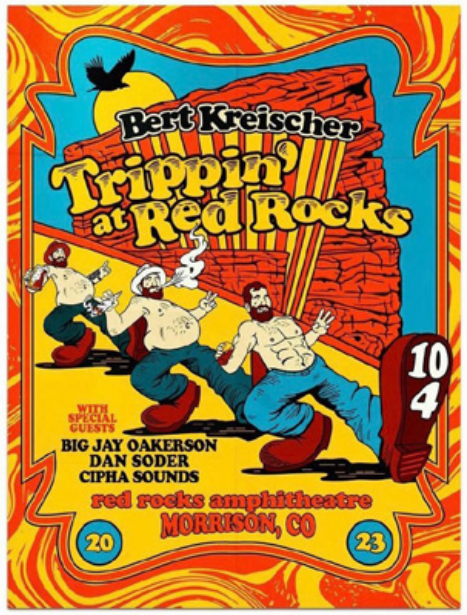


Award-Winning Gig Poster & Music Branding. Visual storytelling for iconic artists, trusted by Live Nation, AEG & national touring artists.

I've collaborated with leading live entertainment and music promotion companies including Live Nation, AEG, and Live For Live Music, creating official gig posters and promotional artwork for nationally recognized artists and tours. My clients have included Trey Anastasio, A Perfect Circle, Goose, The Infamous Stringdusters, and numerous other acclaimed musicians spanning rock, jam, and alternative genres.

In addition to my work in music, I've also partnered with stand-up comedians including Bert Kreischer, Nate Bargatze, Patton Oswalt, and Rory Scovel, creating promotional artwork that captures each performer's unique voice and comedic style.

Each project has required translating an artist's identity into compelling visual storytelling while meeting the unique demands of tour marketing, merchandise, and limited-edition screen prints. I also had the opportunity to develop concept artwork for Paul McCartney, demonstrating my ability to create high-profile, campaign-ready creative for some of the most iconic names in entertainment.



Print & Branding

















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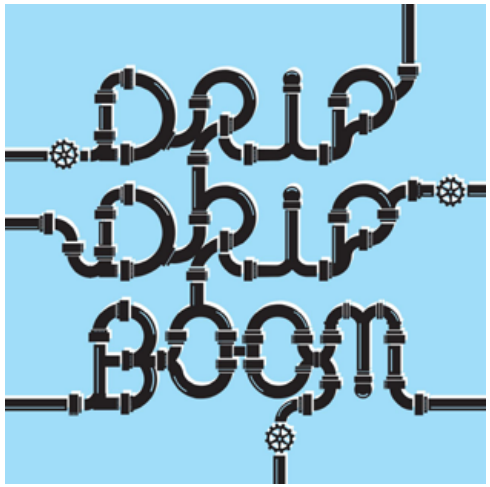
Adobe Creative Suite

Hand Rendered

Print & Branding

Non Profit Work

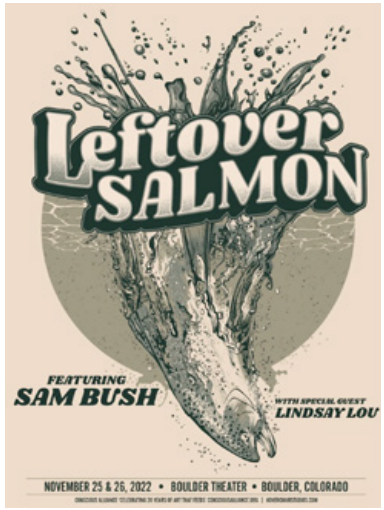




Design That Gives Back. Creating impactful artwork that helps nationally recognized artists and nonprofit organizations raise awareness, inspire action, and support causes that strengthen communities.

I've collaborated with nonprofit organizations including Conscious Alliance and Happy Bombs to create impactful gig posters and merchandise that support meaningful causes through the power of music. Working alongside nationally recognized artists such as Goose, The Infamous Stringdusters, and Leftover Salmon, I've designed limited-edition posters and apparel that not only celebrate the artists but also help raise awareness and funds for initiatives focused on fighting hunger, supporting mental health, and strengthening local communities. These collaborations have allowed me to combine compelling visual storytelling with purpose-driven design, creating artwork that inspires fans while contributing to causes that make a lasting difference beyond the concert experience.

Print & Branding











MADE WITH

Adobe Creative Suite
Hand Rendered

HAPPY BOMBS

CONSCIOUS ALLIANCE

Print & Branding

2000 Silver Key National Portfolio Award
2000 Full-Art College Art Scholarship
2007 IN-HOWSE Design Awards Judge
2006 Bonnaroo Logo Design Winner
2006 Featured in HOW Design Magazine
2006 Published in HOW, PRINT, and I.D.
2008 LG Cell Phone Concept Award
2009 Bonnaroo T-Shirt Design Award
2010 Chiquita Design Contest Finalist
2011 Bonnaroo T-Shirt Design(s) Award
2011 JP Morgan T-shirt Design First Place Award
2011 Outside Lands Design Award
2012 GOLD NEDMA Award for Embroidery Marketing Postcard
2012 HOW MAGAZINE IN-HOWSE Competition Merit Award
2012 $6tshirts.com Design Award for Pop Culture Shirt Design
2012 Published in GD USA Magazine
2013 GOLD NEDMA Award for GD Magazine Print Ad
2013 Published by Voyageur Press in Metallica Tour Book
2014 Designcuts.com Design Competition; Runner-up
2015 Wakarusa Grand Prize Poster Award
2017 Work Featured on Netflix; The Fundamentals of Caring
2018 Work Featured on CBS Morning Show; Guster Live
2020 Pro Bono Poster and Tshirt Design for BOOM Supply Co.
2021 Pro Bono Poster Design Collaboration with Conscious Alliance 'Art that Feeds'
2022 Published in Concert Art Postcard Book by Shotwell Papermill
2022 Pro Bono Poster Collaboration with Conscious Alliance '20 Year Anniversary'
2023 Poster Featured on HBO/MAX for Chris Fleming's Comedy Special.
2024 Pro Bono Poster Collaboration with Conscious Alliance 'Art that Feeds'
2025 Design Work featured in, Castle Rock Entertainment's,"Spinal Tap 2."
2026 Design Work Seen in, Netflix's, "Free Bert."



Hello, I'm Dave Caron.

I’m a retro-obsessed graphic designer and illustrator with more than 20 years of experience creating bold, story-driven work across branding, illustration, merchandise, packaging, and print.

I attended Mount St. Joseph University on a full art scholarship, where I earned my degree in Graphic Design & Illustration. I began my career at HOW Design Magazine, developing editorial layouts and advertising before joining Vistaprint, where I helped shape branding and marketing materials for thousands of small businesses.

Along the way, I founded Hoverchair Studios, my independent creative practice focused on branding, illustration, merchandise, and design for clients ranging from local businesses to national artists, festivals, and brands.

Outside the studio, I’m a singer-songwriter, vintage collector, hiker, paddle-boarder, and lifelong pop culture enthusiast. Whether I’m digging through flea markets for forgotten toys, collecting vintage concert posters, or discovering overlooked design treasures, I’m always searching for inspiration from the past to create something fresh, memorable, and full of character.

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