

hex# e78781
button color

hex# dfefe8
bkg color

hex# 455a68
headlines

hex# fcfaf7
bkg color

hex# 000000
body copy

Montserrat Bold
22pt
tracking: 150pt
hex# 455a68
Swear Display Med
80pt
hex# 455a68

Montserrat Regular
28pt
hex# 000000

ABOUT US

We're in business to end the confusion around cannabis

At Discover Your Color, we envision a world where choosing cannabis is as straightforward as picking any wellness product. Our approach demystifies the potential effects of cannabis – a foundational element that has frustrated the industry and customers for far too long.

Swear Display Med
65pt
hex# 455a68

Montserrat Regular
28pt
hex# 000000

Our mission

To bridge the gap between cannabis science and consumer experience. We translate complex Certificates of Analysis from state-licensed laboratories into user-friendly product profiles and then categorize them into colors – yellow for products likely to energize, green for those reported to have motivational effects, blue for products that most often have a calming influence, and purple for those with typically restful effects.



Swear Display Med
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Montserrat Regular
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The origins of DYC

It's taken over 25 years, 30,000 consumer reports, and 1 fateful introduction to create DYC.



Dr. Jean
Talleyrand

Dr. Talleyrand currently provides specialized Medical Cannabis consultations in California.



Livi
McKay

Livi advocates strongly for a nationwide system for personalized medicine and therapeutics.

1998: Begins seeing cannabis patients during residency

2004: Founds Medicann — an online service providing Medical cannabis consultations seeing over 500k patients since inception

2011: Began using cannabis to treat grand mal seizures

Swear Display Med
48pt
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Montserrat Regular
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