Warning signals are like a stop sign: They are there to tell you to halt before you make a treacherous decision, hurt someone’s feelings or just injure yourself. A popular magazine purchased by teens, company magazine asked a group of young children what they would call rage. Out of 100 students 73% of them elucidated that anger was like a monkey stealing their lunch, that it would make them lose their senses and feel them with the desire for revenge.

I am certain I have made my point clear and I am sorry if you think I am being polemical by using these pernicious facts to present my argument, but you cannot change the discoveries of Science.

If studied correctly the figures speak for themselves: the impact of rage is astronomical. It dictates what you can and cannot do it is as bold as the colour red, as striking as a crimson sports car driving recklessly down a busy street. Why do I care about this? I want to help people evolve and labelling and emotion a colour simplifies the recognition process which might enable people to become more peaceful and less pugnacious.