



WAVES

BRAND STRATEGY & IDENTITY

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**"The answer my friend, is blowing in the wind,  
the answer is blowing in the wind."**

Bob Dylan

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WAVES CONCEPT

INTRODUCTION

WAVES is a Christian small group initiative promoted by The Surf Project and Endeavour Ministries that helps young people take ownership and responsibility for their faith through accountability with one another.



Meet



Share



Action

Each WAVE is made up of a minimum of 3 people and a maximum of 7, that commit to meet together at least once a month, to share about life and faith with people they can trust and relate to.

The Surf Project and Endeavour Ministries are committed to equipping, empowering, and mentoring each WAVE, providing support and encouragement as they grow.

WAVES are created naturally as and when God moves in the lives of young people. This initiative is not about creating an organisation. It is about relevantly nurturing, cultivating and facilitating an organic grassroots movement.

VISION

To see a global movement of youth in action.



The model uses the analogy of real ocean waves, reflecting in part, their character and behaviour.

WAVES CONTEXT

THE SCIENCE OF WAVES



What exactly are waves? How are they formed and where do they come from?

“The action of the wind blowing over the sea surface is what produces waves. Just how the air transmits its energy to the water is still not entirely clear, however it’s probably a combination of two mechanisms: the first produces small waves from a completely flat sea, the second increases the existing ripples. The wind doesn’t just blow horizontally, it can blow vertically too. This produces bumps in the water surface. Once the surface has become rippled, the second process causes both crests and troughs to grow for as long as the wind keeps blowing.”

Stormrider Guide, Low Pressure, 1998

“Disturbance on a calm ocean is caused by winds blowing over its surface. If the wind blows hard enough, and for long enough, a ‘sea’ develops. As the waves travel further from their origin they organise themselves into defined lines of swell. When lines of swell begin to approach the shore, they slow and ‘focus’. When a wave reaches water that is around 1.3 times deeper than the wave’s height, it becomes unstable and begins to break creating surf, returning to the apparent chaos of unordered energy that gave it birth.”

The Book of Surfing, Michael Fordham, 2008

Some key characteristics about waves can be defined:

- Waves are created by the wind, an invisible force that can blow gently or very powerfully
- All waves begin life as a result of the wind blowing over the surface of the water
- Energy from the wind is inexplicably transferred to the water
- Waves organise themselves into groups or sets
- Waves start off as small ripples, but can soon grow and multiply
- Each wave experiences peaks and troughs (ups and downs)
- When a wave hits its peak and gets too big, it breaks and the water returns to the sea

WAVES CONTEXT

These characteristics are neatly paralleled with a Christian life, especially in the context of a small group.

The Bible often uses the simile of the Holy Spirit being the powerful, living breath (wind) of God.

"In the beginning God created the heavens and the earth. The earth was formless and empty, darkness was over the surface of the deep, and the Spirit of God was hovering over the waters."

Genesis 1: 1-2

"But it is the spirit in a person, the breath of the Almighty, that gives them understanding."

Job 32:8

"The Spirit of God has made me; the breath of the Almighty gives me life."

Job 33:4

Again He said to me, "Prophesy over these bones and say to them, 'O dry bones, hear the word of the Lord.' Thus says the Lord God to these bones, 'Behold, I will cause breath to enter you that you may come to life. I will put sinews on you, make flesh grow back on you, cover you with skin and put breath in you that you may come alive; and you will know that I am the Lord.'"

Ezekiel 37: 4-14

When the day of Pentecost had come, they were all together in one place. And suddenly there came from heaven a noise like a violent rushing wind, and it filled the whole house where they were sitting. And there appeared to them tongues as of fire distributing themselves, and they rested on each one of them.

Acts 2: 1-4

In the New Testament, and in a different context, Jesus clearly demonstrates his ability to control the wind and waves:

He replied, "You of little faith, why are you so afraid?" Then he got up and rebuked the winds and the waves, and it was completely calm.

Matthew 8: 26

The men were amazed and asked, "What kind of man is this? Even the winds and the waves obey him!"

Matthew 8: 27

He got up, rebuked the wind and said to the waves, "Quiet! Be still!" Then the wind died down and it was completely calm.

Mark 4: 39

They were terrified and asked each other, "Who is this? Even the wind and the waves obey him!"

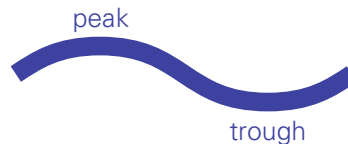
Mark 4: 41

WAVES STRUCTURE

WAVE STRUCTURE

No two waves are the same. They never have been and they never will be.

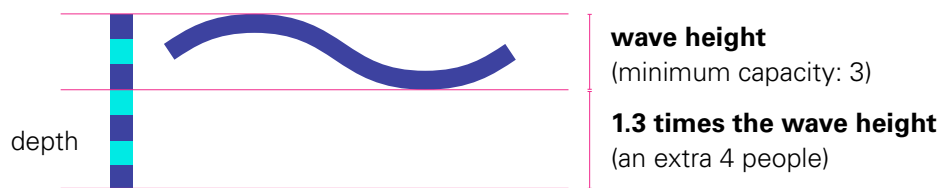
All waves however have two key characteristics in common: a peak and a trough. As in the life of a wave, we too, all experience high and low points too. Through meeting and sharing together, we can help each other through the low times, and share in the joy of the good times.



WAVE small groups require a minimum of three people and a maximum of seven.






WHY A MAXIMUM OF SEVEN?

It has been scientifically shown that once an ocean wave reaches a depth that is 1.3 times its own height, the wave breaks and the water returns to the sea to inevitably contribute to creating more waves.



A group of six would be the optimum number of people for a WAVE small group in the sense that it would be operating at its maximum potential. The WAVE is powerful and well formed. Once a seventh person joins the group, the WAVE reaches "breaking point."

To put it into context:

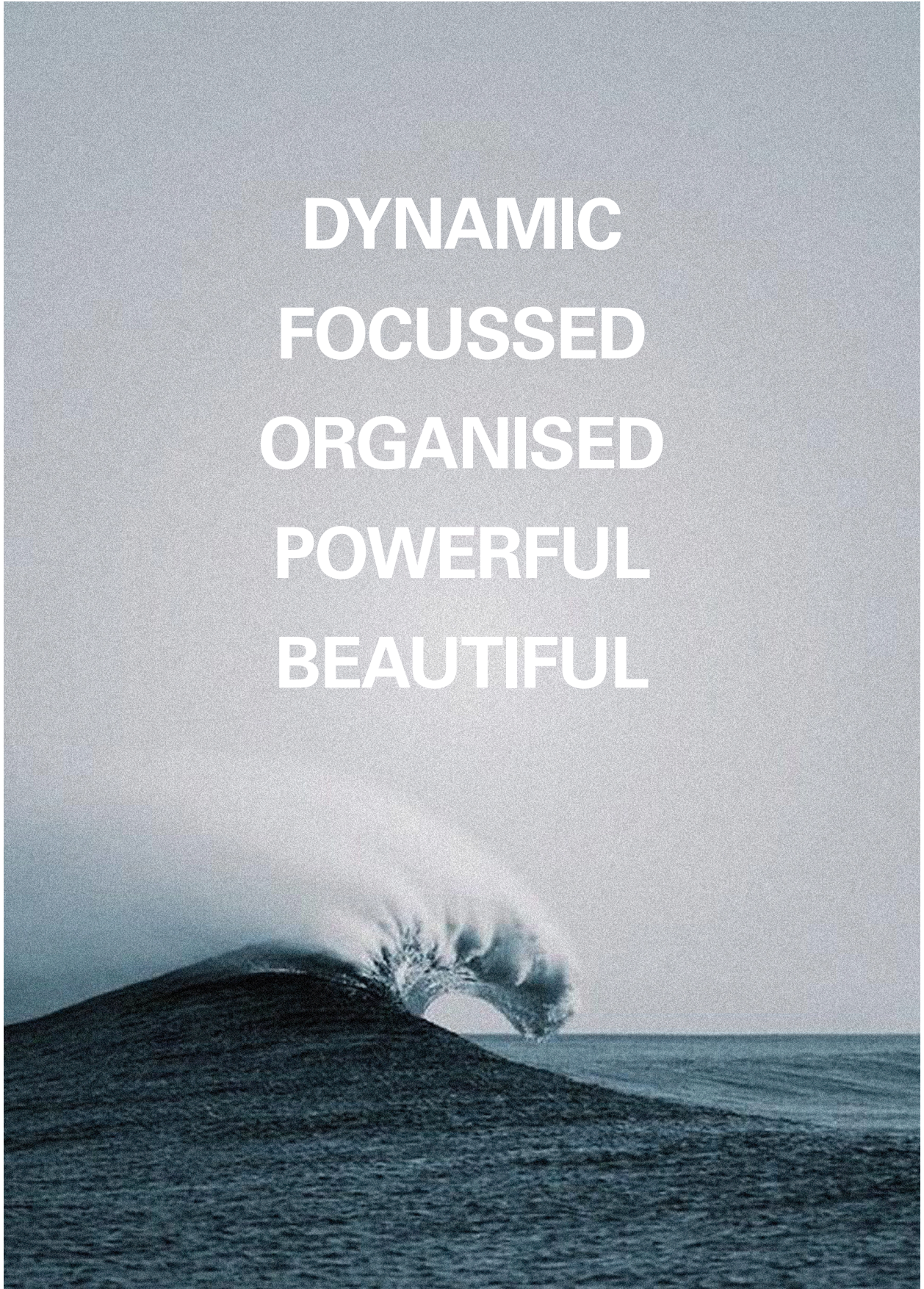
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|---------------|---|--|
| 3 member wave |  | = 3ft, beginners wave. Perfect for learning to stand up. |
| 4 member wave |  | = 4ft clean wave. Great for learning the basic moves. |
| 5 member wave |  | = 5ft intermediate wave. Focus. Get it together. |
| 6 member wave |  | = 6ft advanced wave. Charging! Stoked! |
| 7 member wave |  | = 7ft professional wave. Barrelled, then it closes out. Start again. |

SURFING TOGETHER - PARTY WAVE!



Once a WAVE small group reaches its limit of 7 people, it's time to think about breaking into smaller WAVES. But this "split" isn't negative - on the contrary, it is something to be celebrated! It is a milestone that marks the growth of the group. Once an ocean wave breaks, it is time to surf! But rather than surfing alone, each group can ride the "party wave." A party wave in surfing is a wave ridden by many people together. So when your small group splits, celebrate it with a party!

**DYNAMIC
FOCUSSED
ORGANISED
POWERFUL
BEAUTIFUL**



WAVES IDENTITY

VERBAL IDENTITY: NAMING

Collectively the initiative is known as “WAVES” or “the WAVES initiative”.

Each small group is called “A WAVE”.

Individuals can join a WAVE and/or, as a minimum group of 3, they can also start a WAVE.

WAVES is an initiative promoted by The Surf Project and Endeavour Ministries.

VISUAL IDENTITY: LOGOTYPE

A logo is the visual representation of a brand in its simplest form.

The proposal for WAVES is shown below:



The logotype is characterised by distinctive elements: Name / Typography / Symbol / Colour

The design represents “three in one” (Father, Son, Holy Spirit) as a wave that moves, flows and weaves through the very core of the WAVES initiative. The ‘A’ and the ‘V’ also reflect two arrows (up and down), subtly hinting at the eternal life choice we all make.

