

BÁRUR

A WAVY NEW DISPLAY TYPEFACE

UPPERCASE
CHARACTERS

MINDT®

STUDIO

MULTILINGUAL
SUPPORT

BÁRUR

Bárur is a display typeface rooted in a custom wordmark created in 2024 for a wellness brand of the same name. Meaning »waves« in Old Norse, Bárur reflects natural movement and cyclical rhythms: the ocean's ebb and flow, a human pulse, the phases of the moon.

Its soft, rounded serifs give it an organic, feminine character, guiding the eye fluidly from one letter to the next. Select serifs—on C, G, and S—are omitted and offered as alternates alongside 39 included ligatures and a range of additional glyphs for flexible customization.

Bárur balances expressiveness with clarity, making it a versatile choice for bold typographic design at scale. While legibility at smaller sizes is considered, its true strength lies in display settings—logos, packaging, or exhibitions—where its unique character can shine.

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1 A *

18PT AILUROPHILE, ÆROSPACE, 10%ASSEMBLAGE, BECOMING, -BELEAGUER-,
 BUCOLIC, {BUNGALOW}, CHATOYANT, COMELY, CONFLATE, CYNOSURE,
 DALLIANCE, DEMESNE, DEMURE, @DENOUEMENT, DESUETUDE, 87 DESULTORY,
 DIAPHANOUS, DISSEMBLE, DULCET, EBULLIENCE, EFFERVESCENT,
 EFFLORESCENCE, ELISION+ELIXIR, ELOQUENCE, EMBROCATION, EMOLLIENT,
 EPHEMERAL & EPIPHANY, <ERSTWHILE> ETHEREAL, EVANESCENT, · EVOCATIVE,
 36 FETCHING, FELICITY, FORBEARANCE, »FUGACIOUS« FURTIVE, GAMBOL,
 GLAMOUR, GOSSAMER, HALCYON, HARBINGER, IMBRICATION, ^IMBROGLIO, IMBUE,
 INCIPIENT, #INEFFABLE, , INGÉNUE, 2 INGLENOOK, INSOUCIANCE, INURE,
 LABYRINTHINE, LAGNIAPPE, LAGOON*, LANGUOR, LASSITUDE, LEISURE, LILT,
 LISSOME, LITHE=, LOVE, MELLIFLUOUS, MOIETY, MONDEGREEN, MURMUROUS,
 NEMESIS, OFFING, ONOMATOPOEIA, OPULENT, PALIMPSEST, PANACEA, PANOPLY,
 PASTICHE, PENUMBRA, PETRICHOR, PLETHORA, 4 PROPINQUITY, PYRRHIC,
 QUINTESSENTIAL, RATATOUILLE, [RAVEL], REDOLENT, 5 RIPARIAN, RIPPLE,
 \$CINTILLA, SEMPITERNAL, SERAGLIO, SERENDIPITY, SUMMERY, SUMPTUOUS,
 SURREPTITIOUS!, SUSQUEHANNA, SUSURROUS, TALISMAN, TINTINNABULATION,
 UMBRELLA, UNTOWARD, VESTIGIAL, WAFTURE, (WHEREWITHAL),
 9 WOEBEGONE, XYLOGRAPHIC, YOUTHFUL? ZEPHYR

10PT AILUROPHILE, ÆROSPACE, 10%
 ASSEMBLAGE, BECOMING, -BELEAGUER-,
 BUCOLIC, {BUNGALOW}, CHATOYANT,
 COMELY, CONFLATE, CYNOSURE, DALLIANCE,
 DEMESNE, DEMURE, @DENOUEMENT,
 DESUETUDE, 87 DESULTORY, DIAPHANOUS,
 DISSEMBLE, DULCET, EBULLIENCE,
 EFFERVESCENT, EFFLORESCENCE,
 ELISION+ELIXIR, ELOQUENCE, EMBROCATION,
 EMOLLIENT, EPHEMERAL & EPIPHANY,
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 · EVOCATIVE, 36 FETCHING, FELICITY,
 FORBEARANCE, »FUGACIOUS« FURTIVE,
 GAMBOL, GLAMOUR, GOSSAMER, HALCYON,
 HARBINGER, IMBRICATION, †IMBROGLIO,
 IMBUE, INCIPIENT, #INEFFABLE, , INGENUE,
 2 INGLENOOK, INSOUCIANCE, INURE,
 LABYRINTHINE, LAGNIAPPE, LAGOON*,
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 MONDEGREEN, MURMURIOUS, NEMESIS,
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 PALIMPSEST, PANACEA, PANOPLY, PASTICHE,
 PENUMBRA, PETRICHOR, PLETHORA,
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 SUSQUEHANNA, SUSURROUS, TALISMAN,
 TINTINNABULATION, UMBRELLA,
 UNTOWARD, VESTIGIAL, WAFTURE,
 (WHEREWITHAL), 9 WOEBEGONE,
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 SUSQUEHANNA, SUSURROUS, TALISMAN,
 TINTINNABULATION, UMBRELLA,
 UNTOWARD, VESTIGIAL, WAFTURE,
 (WHEREWITHAL), 9 WOEBEGONE,
 XYLOGRAPHIC, YOUTHFUL? ZEPHYR

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 ASSEMBLAGE, BECOMING, -BELEAGUER-,
 BUCOLIC, {BUNGALOW}, CHATOYANT,
 COMELY, CONFLATE, CYNOSURE, DALLIANCE,
 DEMESNE, DEMURE, @DENOUEMENT,
 DESUETUDE, 87 DESULTORY, DIAPHANOUS,
 DISSEMBLE, DULCET, EBULLIENCE,
 EFFERVESCENT, EFFLORESCENCE,
 ELISION+ELIXIR, ELOQUENCE, EMBROCATION,
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 · EVOCATIVE, 36 FETCHING, FELICITY,
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 LABYRINTHINE, LAGNIAPPE, LAGOON*,
 LANGUOR, LASSITUDE, LEISURE, LILT, LISSOME,
 LITHE=, LOVE, MELLIFLUOUS, MOIETY,
 MONDEGREEN, MURMURIOUS, NEMESIS,
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 PALIMPSEST, PANACEA, PANOPLY, PASTICHE,
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 TINTINNABULATION, UMBRELLA,
 UNTOWARD, VESTIGIAL, WAFTURE,
 (WHEREWITHAL), 9 WOEBEGONE,
 XYLOGRAPHIC, YOUTHFUL? ZEPHYR

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3OPT SPHINX OF BLACK QUARTZ, JUDGE MY
VOW, PA'S WIJZE LYNX BEZAG VROOM HET FIKSE
AQUADUCT, PORTEZ CE VIEUX WHISKY AU JUGE
BLOND QUI FUME, PCHNAĆ W TE ŁÓDŹ JEŻA
LUB OŚM SKRZYŃ FIG, VÅR SÆRE ZULU FRA
BADEØYA SPILTE JO WHIST, KÆMI NÝ ÖXI HÉR,
ÞJÓFUM NÚ BÆÐI VÍL OG ÁDREPA, ÞÚ DAZT
Á HNÉÐ Í VÖK OG YFIR BLÓM SEXÝ PÆJU, JÓ
FOXIM ÉS DON QUIJOTE HÚSZWATTOS
LÁMPÁNÁL ÜLVE EGY PÁR BÜVÖS CIPÖT KÉSZÍT,
VICTOR JAGT ZWÖLF BOXKÄMPFER QUER ÜBER
DEN GROSSEN SYLTER DEICH, LLINKDAMA
FECHTUOTOJO ŠPAGA SUBLYKČIOJUSI PRAGREŽĚ

14PT SPHINX OF BLACK QUARTZ,
 JUDGE MY VOW, PA'S WLJZE
 LYNX BEZAG VROOM HET FIKSE
 AQUADUCT, PORTEZ CE VIEUX
 WHISKY AU JUGE BLOND QUI
 FUME, PCHNAČ W TE ŁÓDŹ JEŻA
 LUB OŚMI SKRZYŃ FIG, VÅR SÆRE
 ZULU FRA BADEØYA SPILTE JO
 WHIST, KÆMI NÝ ÖXI HÉR,
 ÞJÓFUM NÚ BÆÐI VÍL OG
 ÁDREPA, ÞÚ DAZT Á HNÉÐ Í VÖK
 OG YFIR BLÓM SEXÝ PÆJU,
 JÓ FOXIM ÉS DON QULJOTE
 HÚSZWATTOS LÁMPÁNÁL
 ÜLVE EGY PÁR BŰVÖS CIPÓT
 KÉSZÍT, VICTOR JAGT ZWÖLF
 BOXKÄMPFER QUER ÜBER DEN
 GROSSEN SYLTER DEICH,
 LLINKDAMA FECHTUOTOJO
 ŠPAGA SUBLYKČIOJUSI
 PRAGREŽĚ APVALU ARBŮZA,
 NECHŤ JIŽ HŘÍŠNĚ SAXOFONY
 ĎÁBLŮ ROZEZVUČÍ SÍŇ
 ÚDĚSNÝMI TÓNY WALTZU,
 TANGA A QUICKSTEPU,
 BENJAMÍN PIDIO UNA BEBIDA
 DE KIWI Y FRESA. NOÉ, SIN
 VERGÜENZA, LA MÁS EXQUISITA

12PT SPHINX OF BLACK QUARTZ,
 JUDGE MY VOW, PA'S WLJZE LYNX
 BEZAG VROOM HET FIKSE AQUADUCT,
 PORTEZ CE VIEUX WHISKY AU JUGE
 BLOND QUI FUME, PCHNAČ W TE
 ŁÓDŹ JEŻA LUB OŚMI SKRZYŃ FIG, VÅR
 SÆRE ZULU FRA BADEØYA SPILTE JO
 WHIST, KÆMI NÝ ÖXI HÉR, ÞJÓFUM
 NÚ BÆÐI VÍL OG ÁDREPA, ÞÚ DAZT
 Á HNÉÐ Í VÖK OG YFIR BLÓM SEXÝ
 PÆJU, JÓ FOXIM ÉS DON QULJOTE
 HÚSZWATTOS LÁMPÁNÁL ÜLVE EGY
 PÁR BŰVÖS CIPÓT KÉSZÍT, VICTOR
 JAGT ZWÖLF BOXKÄMPFER QUER
 ÜBER DEN GROSSEN SYLTER DEICH,
 LLINKDAMA FECHTUOTOJO ŠPAGA
 SUBLYKČIOJUSI PRAGREŽĚ APVALU
 ARBŮZA, NECHŤ JIŽ HŘÍŠNĚ
 SAXOFONY ĎÁBLŮ ROZEZVUČÍ SÍŇ
 ÚDĚSNÝMI TÓNY WALTZU, TANGA A
 QUICKSTEPU, BENJAMÍN PIDIO UNA
 BEBIDA DE KIWI Y FRESA. NOÉ, SIN
 VERGÜENZA, LA MÁS EXQUISITA
 CHAMPAÑA DEL MENÚ, HØJ BLY GOM
 VANDT FRÆK SEXQUIZ PÅ WC,
 PRANZO D'ACQUA FA VOLTI SGHEMBI,
 GOJAZNI ĐAČIĆ S BICIKLOM DRŽI
 HMELJ I FINU VATU U DŽEPU
 NOŠNJE.

9PT SPHINX OF BLACK QUARTZ, JUDGE MY
 VOW, PA'S WLJZE LYNX BEZAG VROOM HET FIKSE
 AQUADUCT, PORTEZ CE VIEUX WHISKY AU
 JUGE BLOND QUI FUME, PCHNAČ W TE ŁÓDŹ
 JEŻA LUB OŚMI SKRZYŃ FIG, VÅR SÆRE ZULU FRA
 BADEØYA SPILTE JO WHIST, KÆMI NÝ ÖXI HÉR,
 ÞJÓFUM NÚ BÆÐI VÍL OG ÁDREPA, ÞÚ DAZT Á
 HNÉÐ Í VÖK OG YFIR BLÓM SEXÝ PÆJU, JÓ FOXIM
 ÉS DON QULJOTE HÚSZWATTOS LÁMPÁNÁL ÜLVE
 EGY PÁR BŰVÖS CIPÓT KÉSZÍT, VICTOR JAGT
 ZWÖLF BOXKÄMPFER QUER ÜBER DEN GROSSEN
 SYLTER DEICH, LLINKDAMA FECHTUOTOJO ŠPAGA
 SUBLYKČIOJUSI PRAGREŽĚ APVALU ARBŮZA,
 NECHŤ JIŽ HŘÍŠNĚ SAXOFONY ĎÁBLŮ ROZEZVUČÍ
 SÍŇ ÚDĚSNÝMI TÓNY WALTZU, TANGA A
 QUICKSTEPU, BENJAMÍN PIDIO UNA BEBIDA DE KIWI
 Y FRESA. NOÉ, SIN VERGÜENZA, LA MÁS EXQUISITA
 CHAMPAÑA DEL MENÚ, HØJ BLY GOM VANDT FRÆK
 SEXQUIZ PÅ WC, PRANZO D'ACQUA FA VOLTI
 SGHEMBI, GOJAZNI ĐAČIĆ S BICIKLOM DRŽI HMELJ
 I FINU VATU U DŽEPU NOŠNJE.

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I'm Sarah Schroeder, a designer with over 14 years of experience in brand and graphic design. I founded Mindt@ Studio in 2017 to support lifestyle, health, and wellness brands with thoughtful, personality-driven identities.

My passion for custom wordmarks naturally led me to type design. In 2024, I began exploring type more seriously—Bárur is my first release.

My work is shaped by a deep interest in mindfulness, personal development, and global perspective—values I've

embraced through traveling, art, and yoga.

Beyond client work, I'm the founder of The Designers' Well-Being Hub, a platform for creative connection, growth, and community.

Let's connect:

www.mindt.studio

IG [@mindt.studio](https://www.instagram.com/mindt.studio)

Behance [@mindtstudio](https://www.behance.net/mindtstudio)

LinkedIn [@sarah-schroeder-mindt](https://www.linkedin.com/in/sarah-schroeder-mindt)

Pinterest [@mindtstudio](https://www.pinterest.com/mindtstudio)

Substack [@themindtfulbrand](https://www.substack.com/p/themindtfulbrand)



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BÁRUR

A WAVY NEW DISPLAY TYPEFACE

V 0.1

MINDT®

STUDIO

OCTOBER 2025