

Julia Ma (/)

selected work (/)  
books (/book)  
posters (/poster)  
identity (/identity)  
letterpress (/letterpress)  
about (/about)



je suds soap



The labels for these handmade minty soaps were commissioned by Jonathan Edwards College at Yale University. Meant as a holiday gift for fellows of JE College. The printed text "JE Suds" is a pun on the college's motto, "JE Sux."

The white circles in the background reference bubbles as well as snow or holiday baubles.

The labels were printed in 2016 in Jonathan Edwards College Press using Helvetica Bold and Joanna.





[all \(/letterpress\)](#) [snow day \(/letterpress/snow-day\)](#) [cockfight \(/letterpress/cockfight\)](#) [trick-or-treat bags \(/trick-or-treat-bags\)](#)  
[christmas card \(/christmas-card\)](#) [je suds soap \(/je-suds\)](#) [je business cards \(/je-business-cards\)](#)  
[valentine's day cards \(/valentines-day-cards\)](#) [valentine's day boxes \(/valentines-day-boxes\)](#)