



Welcome to the
**Bloomfield
Butterfly
Discovery
Center**

**Park Open
7:30 am to
Authorized
No Alcohol
Animals M**



Providing for Pollinators

From climates are survival. Plants, able to move, depend on pollen to make up 75% of the world's plants, most importantly. These pollinators are an important link to disease,

pollinator populations are declining sharply, creating a crisis in food production and loss of biodiversity. To attract a diversity of butterflies and other pollinators, a variety of plants with different floral colors, shapes, sizes, and bloom period have been planted here. Successful butterfly

gardens include plants for butterfly larvae (caterpillars), as well as nectar for adults.



Bloomfield Butterfly Discovery Garden Branding

Bloomfield, New Jersey

Client

Township of Bloomfield

Contact

Paul Lasek

Township Engineer

973.680.4130

plasek@bloomfieldtnj.com

Services

Brand and Logo Design

Sign Design

Construction Cost

N/A

Key Staff

James Ribaud, Project Manager

Sunha Park, Graphic Design

The Township of Bloomfield is developing plans for a large butterfly garden and ecological preserve. The preserve will be used not only for leisure, but as an educational center for families, children and local schools. Arterial, LLC was commissioned to develop a series of educational signs that will be located throughout the preserve. Each sign will tell a different story about the life cycle, habitat and importance of butterflies.