Whatever do you mean?

Have you seen signs/logos/headlines that make you stop, and not because you are intrigued, but rather because you are confused? If you have, you know what I mean.

I just say a delivery truck with the following sign:

> *Sanford Foods*
>
> *Poultry Distributor*
>
> *Pork Beef Supplies*

The “Poultry Distributor” part was highlighted. So I thought to myself, what is it? Poultry or pork? Yes, I know they distribute all of it, but why highlight poultry? My point is that there is too much contradictory information in a few words. It is not clear. They could have said: Sanford Foods: Distributors of Fine Poultry and Meats. And that would have been fine.

My advice is to have one overarching message in your logo or slogan. Too much is confusing.

Thoughts? Or better yet, examples?