

2. Voice & Tone Guide

Outlines the personality of iLRN communications: professional yet approachable, global and inclusive, visionary yet practical. Provides “do’s and don’ts” for tone across channels (Codex, newsletters, social media).

- Keywords: tone, voice, writing style, guidelines
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Revision #1

Created 22 September 2025 16:53:30 by Jonathon Richter

Updated 22 September 2025 16:53:51 by Jonathon Richter