Engineer Brand

Cut the stylesheet bundle from 87 KB to 31 KB

Cut the stylesheet bundle from 87 KB to 31 KB by taking a base64 font out of it, and dropped 756 KB across 22 files that were published on every deploy and referenced by nothing.

July 2026

31 KB

of stylesheet, down from 87

Situation. The site's stylesheet bundle was 87 KB, which for a document site with no framework is most of a page weight spent before any content arrives. The site also published a directory of icons on every deploy, generated once and referenced by nothing since.

Task. The weight had to come down without the design changing, and it had to come down for a reason that could be pointed at rather than by general tidying.

Action. Measurement first. Two thirds of the largest stylesheet was one base64-encoded font — about 56 KB of text encoding about 42 KB of font — inlined for a first-paint benefit that a preloaded external file gets anyway, and paid for on every page whether the weight was needed or not. Taking it out took that file from 84 KB to 28 and the whole bundle from 87 to 31. The three font weights are preloaded instead, and the third joined the list only when field data showed it closing the longest critical chain rather than because three sounded complete. Separately, an audit of what the deploy actually published found twenty-one generated icons and a duplicate configuration file, 756 KB, shipped every time and referenced from nowhere; and the site's icon file itself came down from 145 KB to 15. A modern image format was evaluated for the brand mark, measured, and declined — it came out larger, and the selection mechanism picks by order rather than by size, so a modern browser would have taken the

heavier file everywhere. Two checks now hold the line: no photograph may be displayed wider than half its source pixels, and every illustration must be published at a size its own pixels support at both standard and high density.

Result. The bundle is 31 KB instead of 87, 756 KB of dead assets stopped being deployed, and each decision has a measurement attached — including the one that went the other way, which is the more useful record of the two.

Bring this experience to your project

Use “Cut the stylesheet bundle from 87 KB to 31 KB” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Cut the stylesheet bundle from 87 KB to 31 KB — 31 KB of stylesheet, down from 87

Explore our services Get in touch →

Is your site shipping bytes nobody ever asked for?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Frontend Engineer. It draws on Frontend Engineering, Web Development, Automation & CI/CD, Performance Tuning and Design Systems & UI. And while you are here, we are rather good at Frontend Development, Website Development & CMS and Brand, Marketing & SEO.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the audience, the message and the places your identity needs to appear. We can agree a practical set of assets, their delivery formats and the rights you will receive.

See what it costs Get in touch →

Is your site shipping bytes nobody ever asked for?

Ask about the decisions behind “Cut the stylesheet bundle from 87 KB to 31 KB”. You will speak with the people who can explain the work and assess your own project.

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Contact card

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