

# Why are Instagram Messages Purple and What Does the Purple Chat Bubble Mean?

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### Quick answer

Purple message bubbles on Instagram usually indicate your sent messages displayed in the app's default brand color, an active custom chat theme, Vanish Mode, or end-to-end encryption.

Purple message bubbles on Instagram are not a glitch or a sign of something wrong. There are several distinct reasons your DMs may appear purple, and understanding which one applies to your chat helps you decide whether to act on it or simply move on.

### 1. It's Instagram's Default Brand Color for Outgoing Messages

Only the messages you send have a different appearance. If you send several in a row, their color usually fades from purple to blue. The ones you receive remain gray. Instagram made a strategic design decision to standardize its messaging interface with a vibrant purple hue as the default color for message bubbles. The purple tone aligns closely with Instagram's iconic gradient logo, reinforcing brand identity within the app experience.

In short: purple (or a blue-to-purple gradient) for your sent messages is normal behavior on modern versions of the Instagram app.

### 2. A Custom Chat Theme Is Active

One of the most common reasons you might see a purple message bubble is if you or the person you're chatting with has changed the chat theme or color. Instagram allows users to customize their chat by choosing different colors or themes, such as gradients that shift from one color to another. The purple bubble might be part of a gradient theme, which changes colors as you scroll through the conversation.

The settings are per-chat, and some of the options are rolled out individually. This is why it can happen that one conversation displays the purple message bubble style whereas others remain blue or gray.

### 3. Vanishing Mode Is Enabled

When you or the person you're chatting with activates Vanishing Mode, the background of the chat and the message bubbles can turn purple. Vanishing Mode allows messages to disappear after they've been seen or when the chat is closed, making it a popular choice for more private or temporary conversations.

If your chat has a dark background and purple bubbles, and messages are disappearing after you read them, Vanishing Mode is the cause. You can exit it by swiping up in the chat or tapping the "Turn Off Vanish Mode" prompt.

### 4. End-to-End Encryption Is Active

The purple message bubble on Instagram typically means that end-to-end encryption is enabled in your chat, offering extra privacy so only you and the recipient can read the messages. Instagram has been progressively rolling out encrypted chats, and the purple color serves as a visual indicator that the conversation is secured under the upgraded messaging system.

## 5. Instagram-Facebook Messenger Integration

With the integration of Instagram and Messenger, users can communicate across both platforms. The purple color might also indicate that you're messaging someone on Facebook Messenger from Instagram. This was introduced when Meta merged the two messaging systems, bringing Messenger's blue-purple gradient styling into Instagram DMs.

### How to Change or Remove the Purple Color

If you want a different look, you can change the chat theme for any conversation:

1. Open the Instagram app and tap the inbox icon (paper plane) in the top-right corner.
2. Open the conversation you want to customize.
3. Tap the contact's name or group name at the top of the chat.
4. Select Themes or Chat Settings .
5. Choose a different color or select Default to reset to the standard appearance.

Quote: Note: Both participants must agree on any changes made. If the other user declines, or if one party uses an outdated version of the app lacking support for newer themes, the change will not apply.

### Why This Happened

Instagram's shift to purple message bubbles reflects a deliberate move toward stronger brand cohesion and modernized aesthetics as part of a broader rebranding initiative aimed at unifying the visual language across Meta-owned platforms. Prior to 2020, Instagram DMs used plain gray bubbles. Instagram started experimenting with the color of messages in September 2019, and new colors were slowly rolled out to gauge user reactions. The Messenger integration in 2020 accelerated this change, pushing the purple-blue gradient into the default experience for most users.