Supporting information

Synthesis and properties of the derivatives of triphenylamine and 1,8naphthalimide with the olefinic linkages between chromophores

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Figure S1. ¹H NMR spectra of compound 4 (a) and compound 5 (b).



Figure S2. ¹³C NMR spectra of compound 4 (a) and compound 5 (b).











Figure S3. Theoretical absorption spectra of model compounds (a) **M4** and (b) **M5**, along with their comparison in (c). The spectra are obtained at the TD-B3LYP/6-31G(d,p) level in gas phase. B3LYP (and other functionals containing low % of hartree-fock exchange) is known to badly perform for the description of the charge transfer states (important red-shift). It is however sufficient for the comparison of the absorption spectra across the series of compounds **4**, **5**. The theoretical absorption bands were obtained by considering a band half-width at half-maximum of

0.2 eV.



Figure S4. Selected choice of dimers constructed from the model compound M4, obtained at the ω B97XD/6-31G(d,p) level in gas phase. The dimer indicated as "naphthalimide-over-bridge", for instance, corresponds to naphthalimide moiety over the butadiene one.