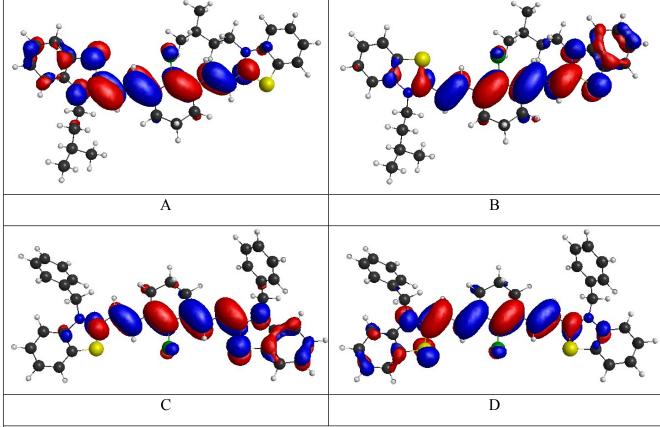
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## **Supporting information**

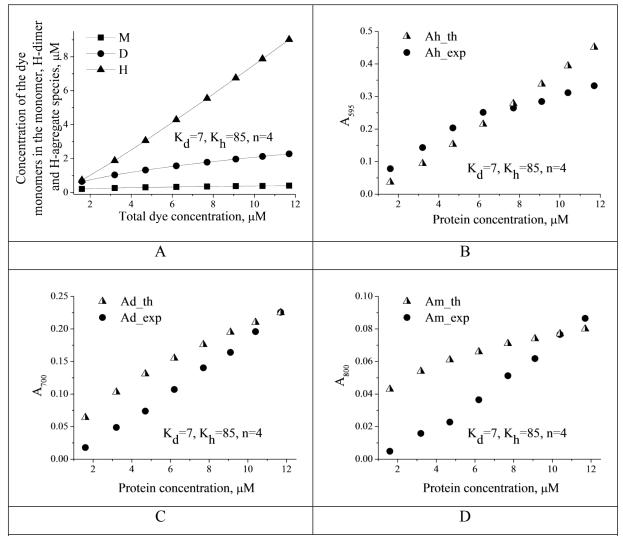
Table S1

								,	
Dye	CA,	CV, Å <sup>3</sup>	$E_{\rm HOMO}$ , eV	$E_{LUMO}$ , $eV$	L , Å	CLogP	W,	Η,	$\mu_g$ , D
	Ų						Å	Å	
AK7-5	583	715	-9.966	-4.462	20.50	5.40	12.65	4.68	1.68
AK7-6	592	723	-9.937	-4.459	20.33	5.51	11.00	5.88	3.39

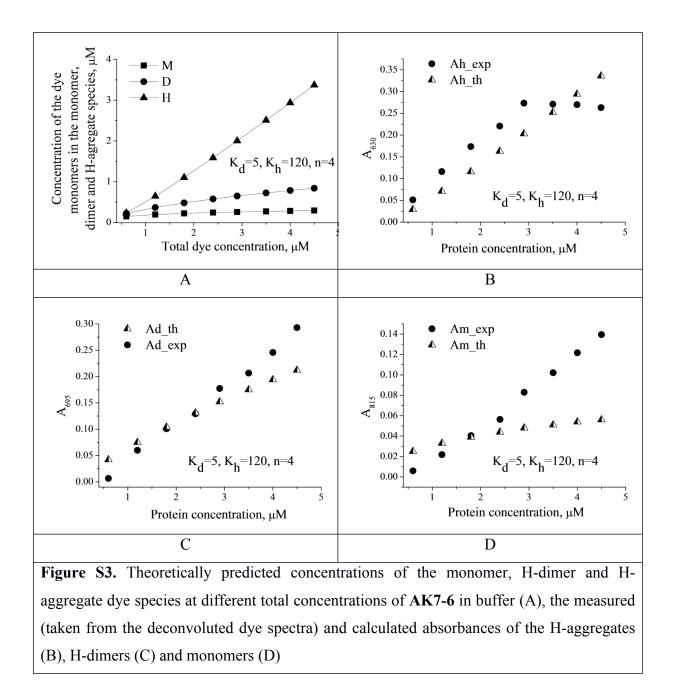
Quantum-chemical characteristics of AK7-5 and AK7-6 (PM6, MOPAC)

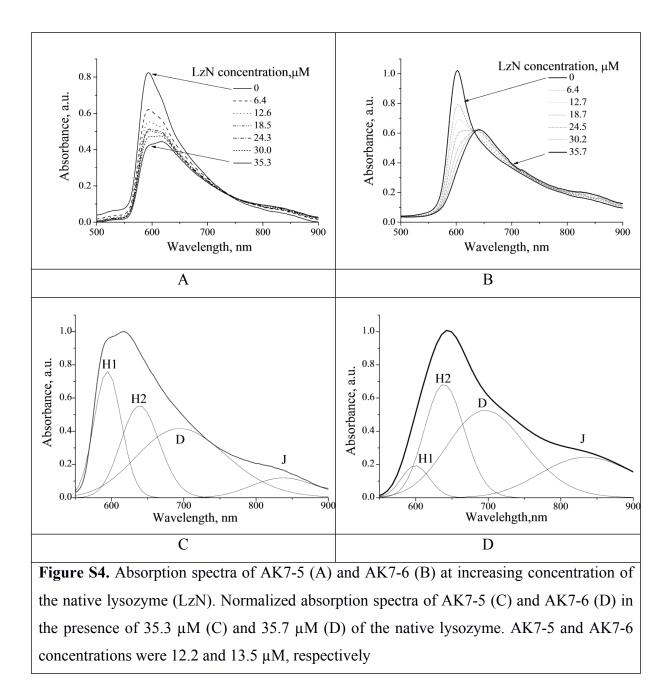


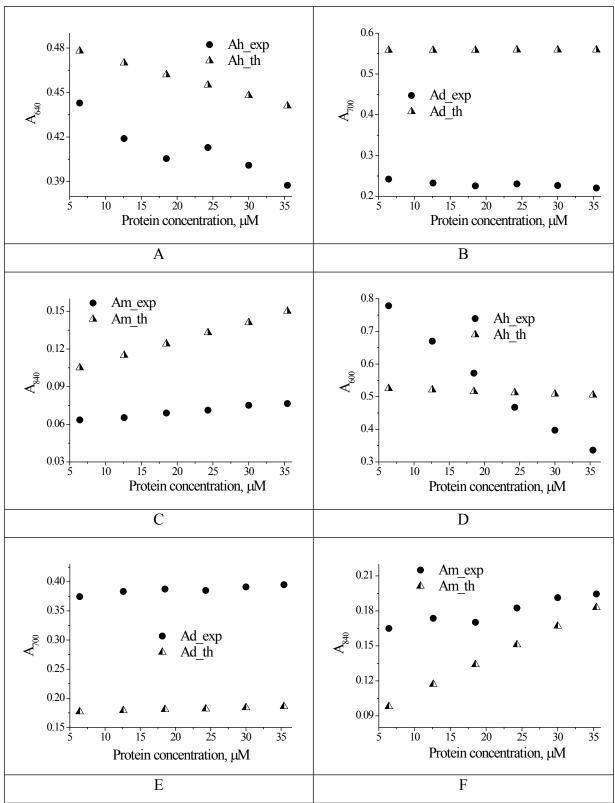
**Figure S1.** HOMO-153 (A), LUMO-154 (B) of AK7-5, and HOMO-161 (C), LUMO-162 (D) of AK7-6. The optimized conformations of the dyes were calculated, using AM1 method with added polarization (1) and diffuse (1) functions on heavy atoms, and a polarization function on hydrogen atoms



**Figure S2.** Theoretically predicted concentrations of the monomer, H-dimer and H-aggregate dye species at different total concentrations of **AK7-5** in buffer (A), the measured (taken from the deconvoluted dye spectra) and calculated absorbances of the H-aggregates (B), H-dimers (C) and monomers (D)







**Figure S5.** The measured (Am\_exp) and theoretically predicted (Am\_th) absorbances of the AK7-5/ AK7-6 H-aggregates (A,D), H-dimers (B,E) and monomers (C,F) in the presence of the native lysozyme calculated using the following sets of parameters:

$$\{K_b = 0.02\,\mu M^{-1}, m = 1, K_h = 85, K_d = 7\,\mu M^{-1}, n = 4\}/$$

$$\{K_b = 0.04 \mu M^{-1}, m = 1, K_h = 120, K_d = 5 \mu M^{-1}, n = 4\}$$