Supporting information for

The Influence of Hydrogen Bonding and π-π Stacking Interactions on the Self-Assembly Properties of C_3-Symmetrical Oligo(*p*-phenylenevinylene) Discs

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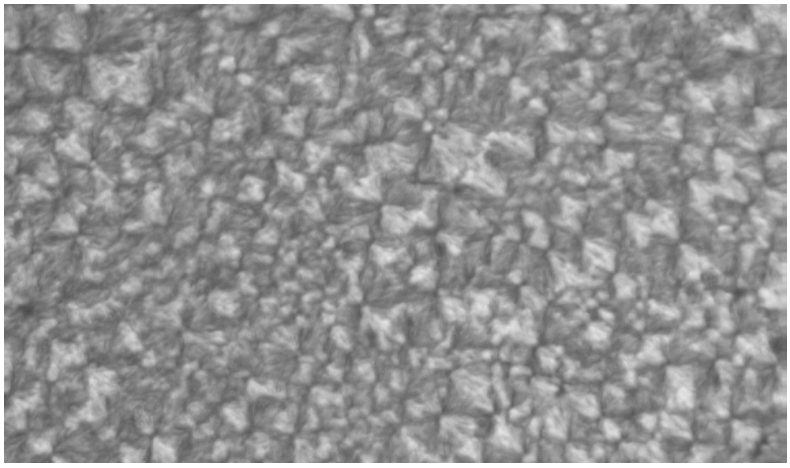

Fig. 1 Optical microscopy image of **3** (crossed polarisers) upon slow cooling (1 °C /min) from the isotropic melt (T_{cl} = 249– 253 °C).

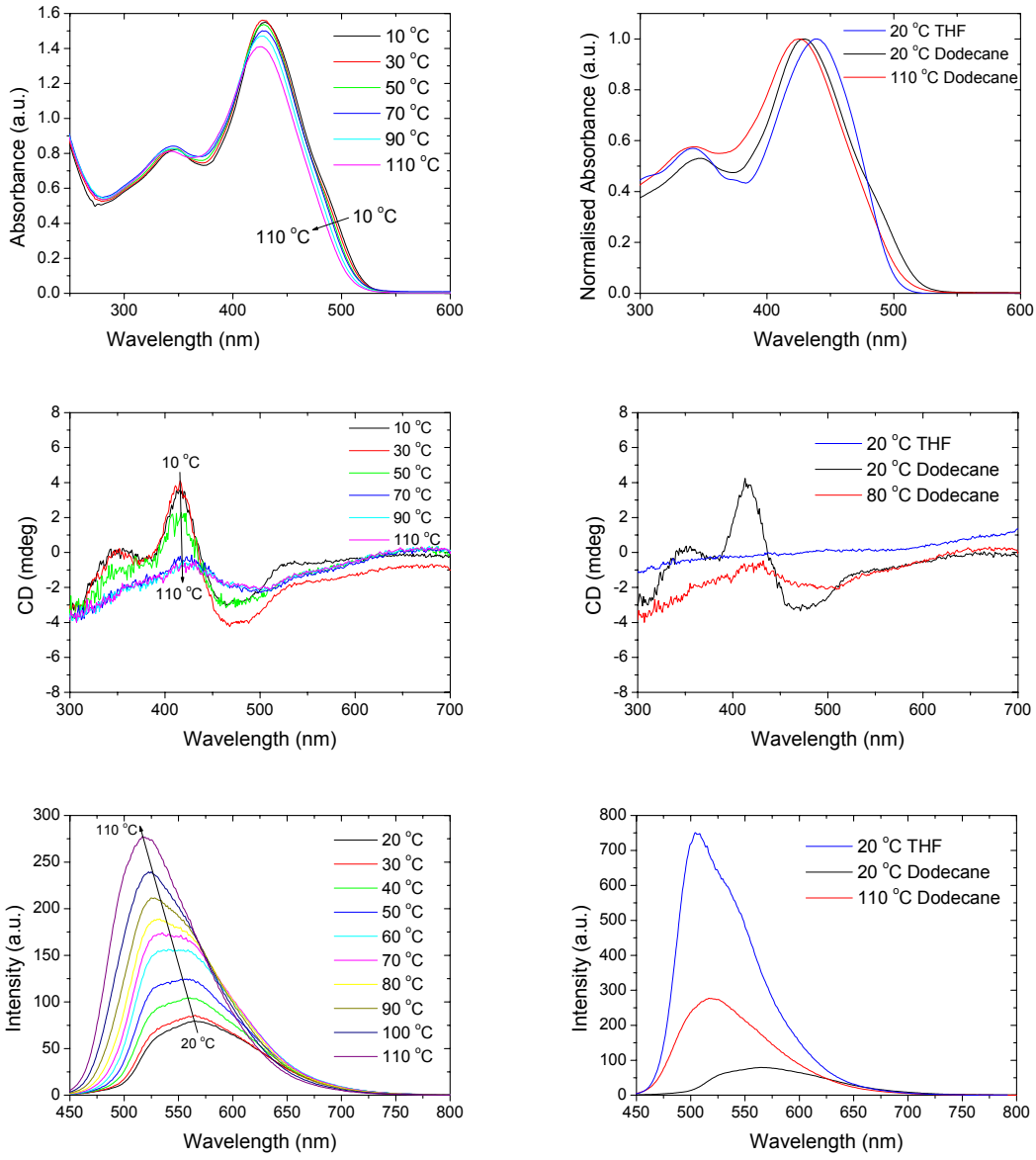

Fig. 2 Temperature dependent UV-Vis, CD and PL measurements (from top to bottom respectively) of **OPV3** in dodecane (similar results were obtained in methylcyclohexane, see fig. 4 in the main text) and THF at a concentration of 5.3×10^{-6} M (UV-Vis and PL) and an optical density of 0.09 (PL).

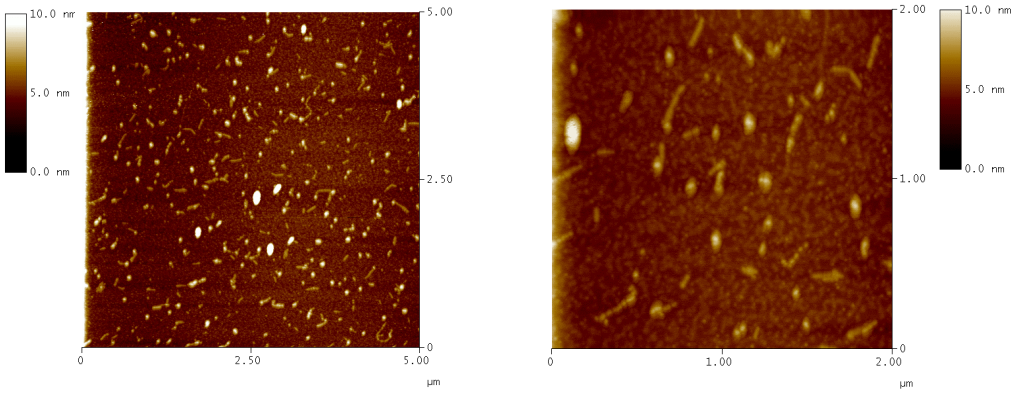

Fig. 3 Tapping mode AFM height image of 5.0 × 5.0 µm (left) and 2.0 × 2.0 µm (right) of drop-cast films of **OPV1** from a 1×10^{-5} M methylcyclohexane solution on a HOPG substrate.

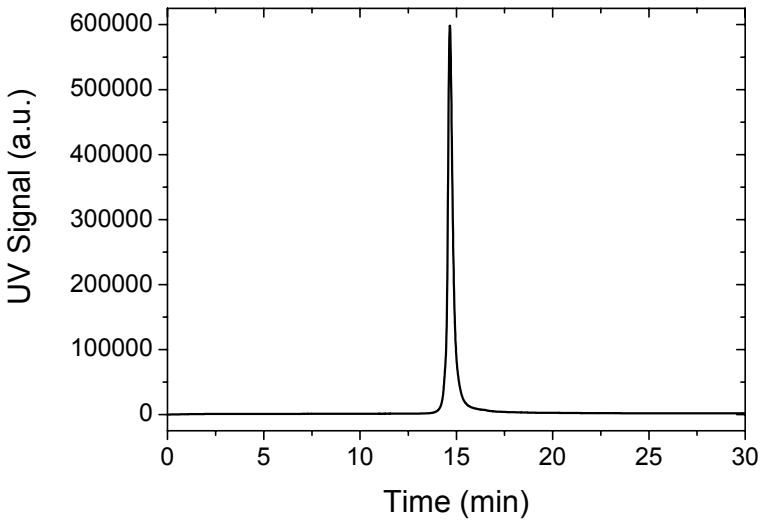

Fig. 4 GPC chromatogram of **OPV3** with THF as eluent.