Structural characterisation of the photoisomers of reactive sulfonated azo dyes by NMR spectroscopy and *ab initio* calculations

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Supporting Information



Figure S1 UV-Vis absorption spectrum of 1 in DMSO. Sample concentration = 1×10^{-4} M.



Figure S2 UV-Visible spectra of (a) 2 and (b) 2a (the dyebase of 2) in DMSO. Sample concentration = 1×10^{-4} M. Irradiation wavelengths of 457 and 530 nm, respectively, are shown by arrows.



Figure S3 500 MHz 1D ¹H NMR spectra of (a) **1** (1.77 mM in d_6 -DMSO) and (b) the closely related molecule designated **6** (1.28 mM in d_6 -DMSO) recorded in darkness. In (b) asterisks indicate the broadened resonances associated with unique magnetic environments of the two individual N<u>H</u> protons associated with the only NH₂ group of **6**.



Figure S4: 500 MHz 1D ¹H NMR spectra of **2** (0.75 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 457 nm PSS. Atom labeling is indicated in the molecular diagram.



Figure S5 500 MHz 1D ¹H NMR spectra of **3** (0.38 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 514 nm PSS.



Figure S6 500 MHz 1D ¹H NMR spectra of 4 (1.23 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 488 nm PSS.



Figure S7 500 MHz 1D ¹H NMR spectrum of **5** (0.35 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 530 nm PSS.



Figure S8 500 MHz 1D ¹H NMR spectrum of **1a** (0.45 mM in d₆-DMSO) (a) prior to irradiation and (b) after irradiation to the 530 nm PSS.



Figure S9 500 MHz 1D ¹H NMR spectra of 3a (1.28 mM in d₆-DMSO) (a) prior to irradiation and (b) after irradiation to the 530 nm PSS.



Figure S10 500 MHz 1D ¹H NMR spectra of **4a** (0.80 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 514 nm PSS.



Figure S11 500 MHz 1D ¹H NMR spectra of **5a** (0.19 mM in d_6 -DMSO) (a) prior to irradiation and (b) after irradiation to the 530 nm PSS.