

## *Supporting information*

### **Synthesis and Fluorescence Properties of Unsymmetrical 1,4-Dihydropyrrolo[3,2-*b*]pyrrole Dyes**

Yasuhiro Kubota,<sup>a,\*</sup> Kenta Koide,<sup>a</sup> Yuka Mizuno,<sup>a</sup> Masato Nakazawa,<sup>a</sup> Toshiyasu Inuzuka,<sup>b</sup> Kazumasa

Funabiki<sup>a</sup> Hiroyasu Sato<sup>c</sup> and Masaki Matsui<sup>a</sup>

<sup>a</sup>*Department of Chemistry and Biomolecular Science, Faculty of Engineering, Gifu University, 1-1 Yanagido,*

*Gifu, 501-1193, Japan*

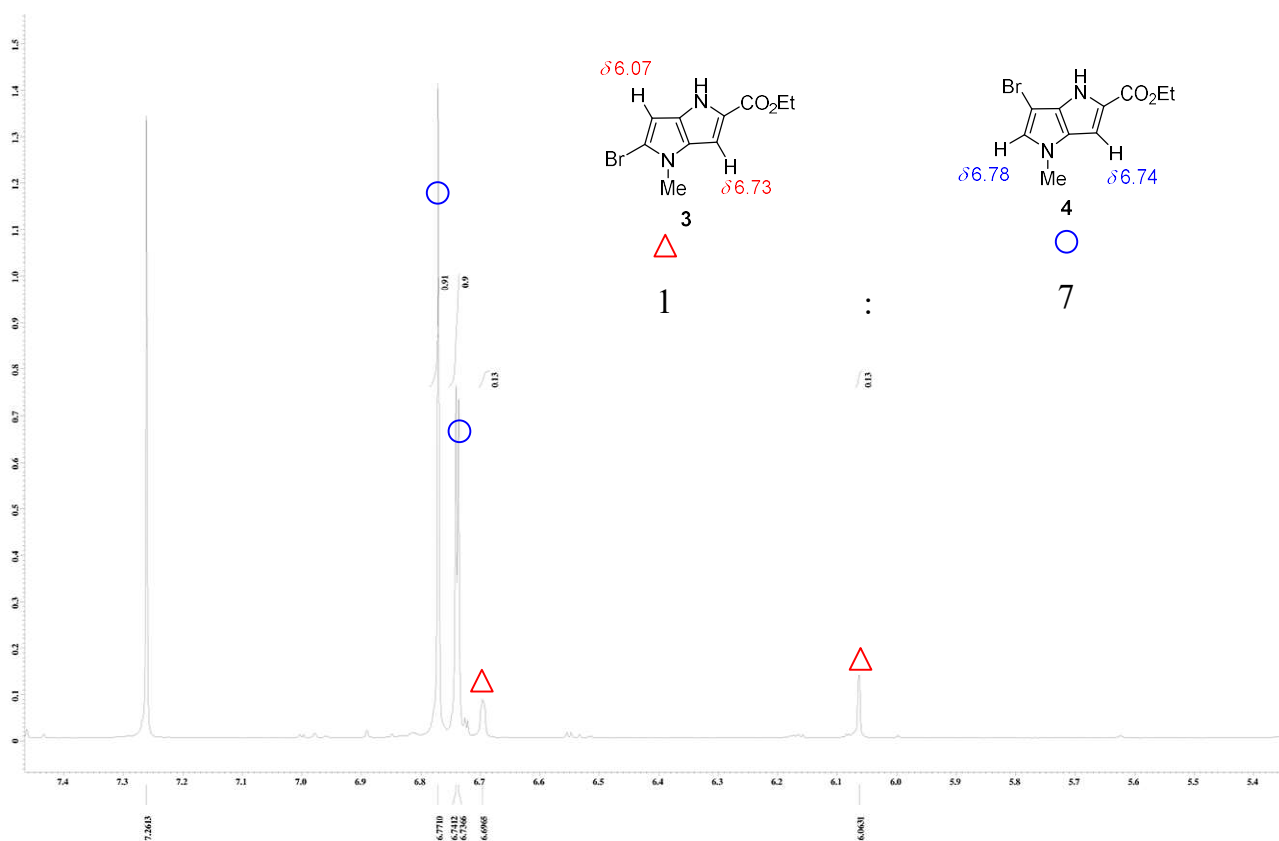
<sup>b</sup>*Life Science Research Center, Gifu University, 1-1 Yanagido, Gifu 501-1193, Japan*

<sup>c</sup>*Rigaku Corporation 3-9-12 Matsubara-Cho, Akishima, Tokyo 196-8666, Japan*

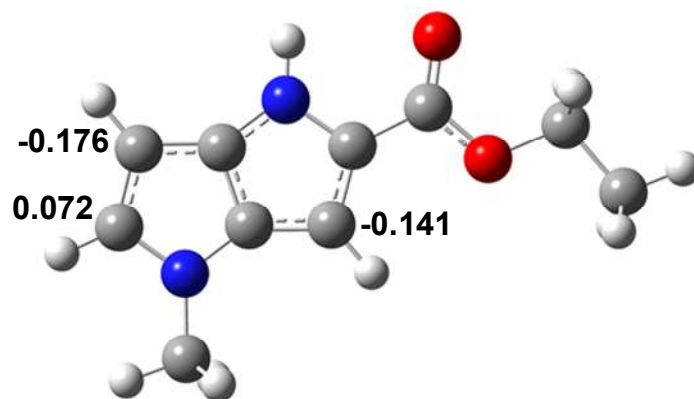
*kubota@gifu-u.ac.jp*

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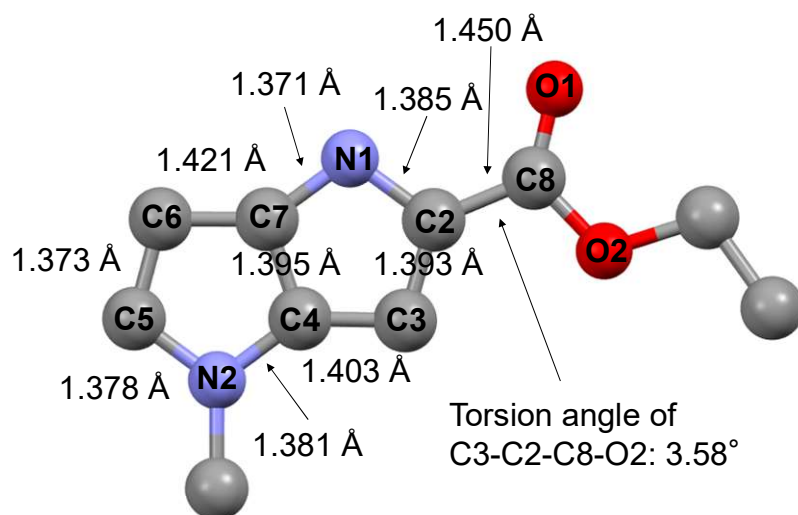
1. <sup>1</sup>H NMR spectrum of bromination of **2** (**Figure S1**)
2. Mulliken charge distribution of **2** (**Figure S2**)
3. Experimentally obtained bond lengths and torsion angles (**Figure S3, S4**)
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9. <sup>1</sup>H and <sup>13</sup>C NMR spectra (**Figure S12–Figure S17**)



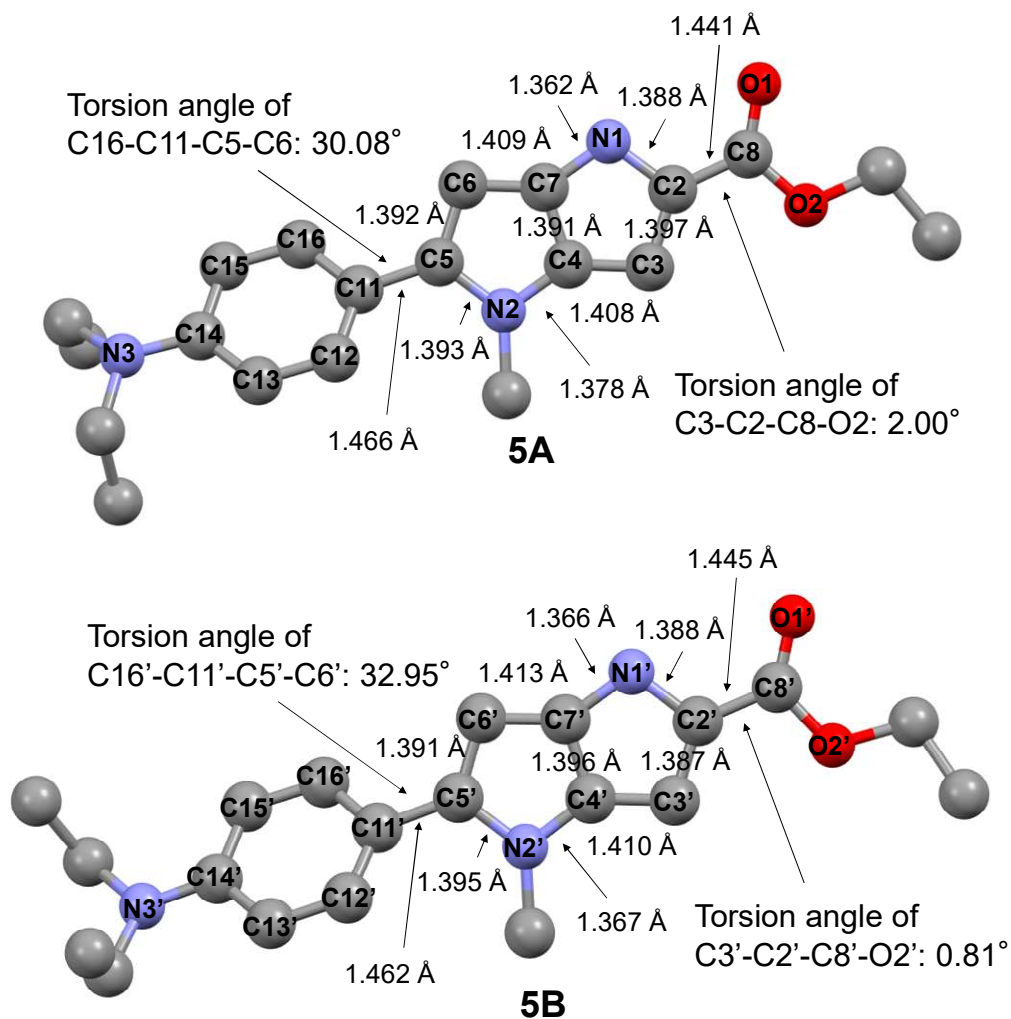
**Figure S1.** <sup>1</sup>H NMR spectrum of bromination of **2** in CDCl<sub>3</sub>.



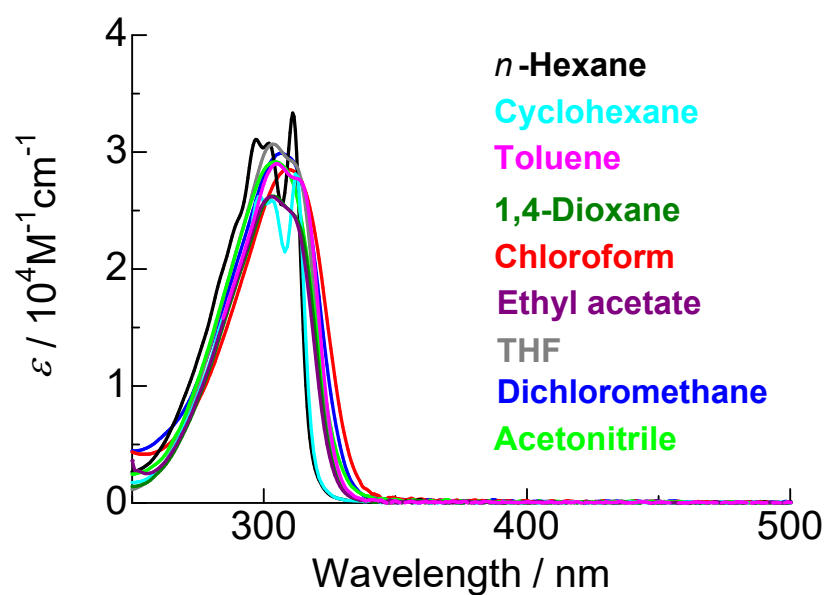
**Figure S2.** Mulliken charge distribution of **2**. The geometry optimization was performed using the B3LYP/6-31G(d,p) with THF as solvent.



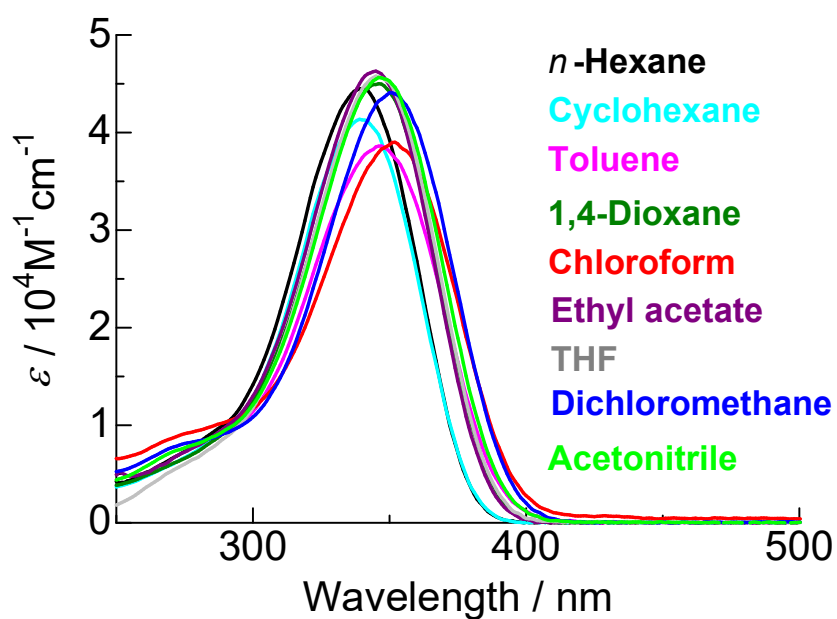
**Figure S3.** Experimentally obtained bond lengths and torsion angle in the crystalline state.



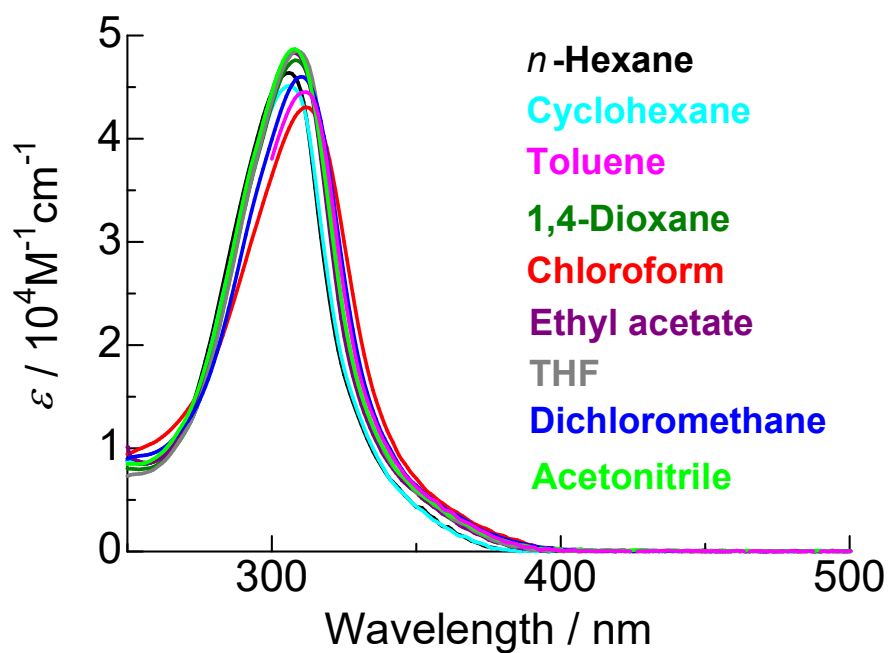
**Figure S4.** (a) Experimentally obtained bond lengths and torsion angles of **5A** and **5B** in the crystalline state.



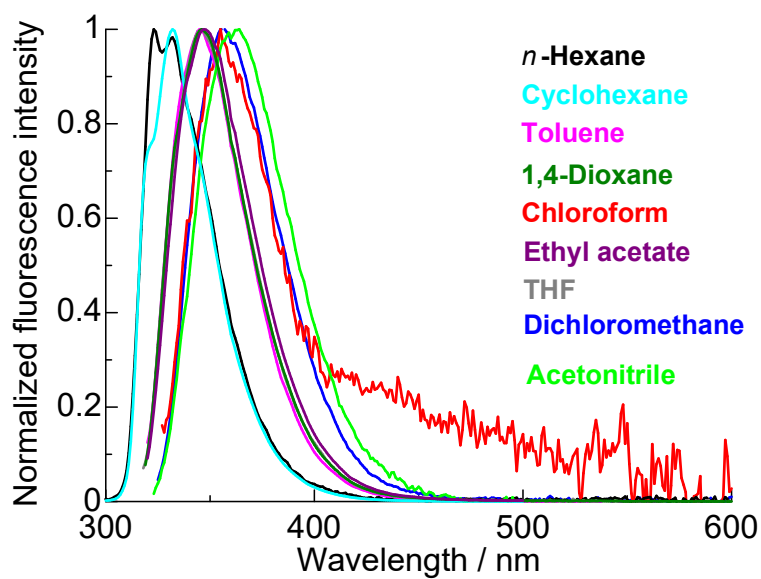
**Figure S5.** UV-visible absorption spectra of **2** in various solvents ( $1.0 \times 10^{-5}$  M).



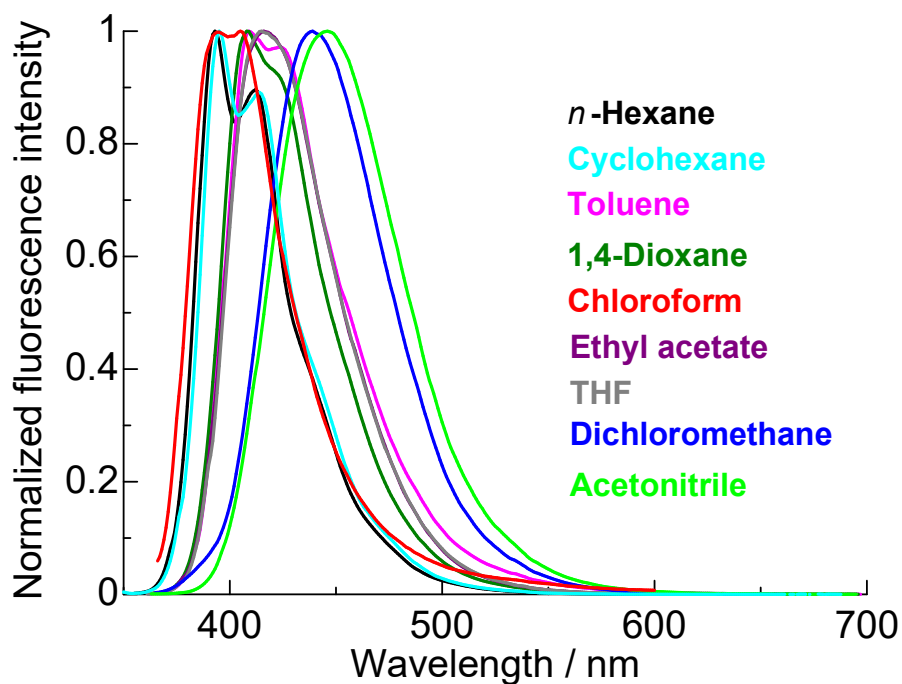
**Figure S6.** UV-visible absorption spectra of **5** in various solvents ( $1.0 \times 10^{-5}$  M).



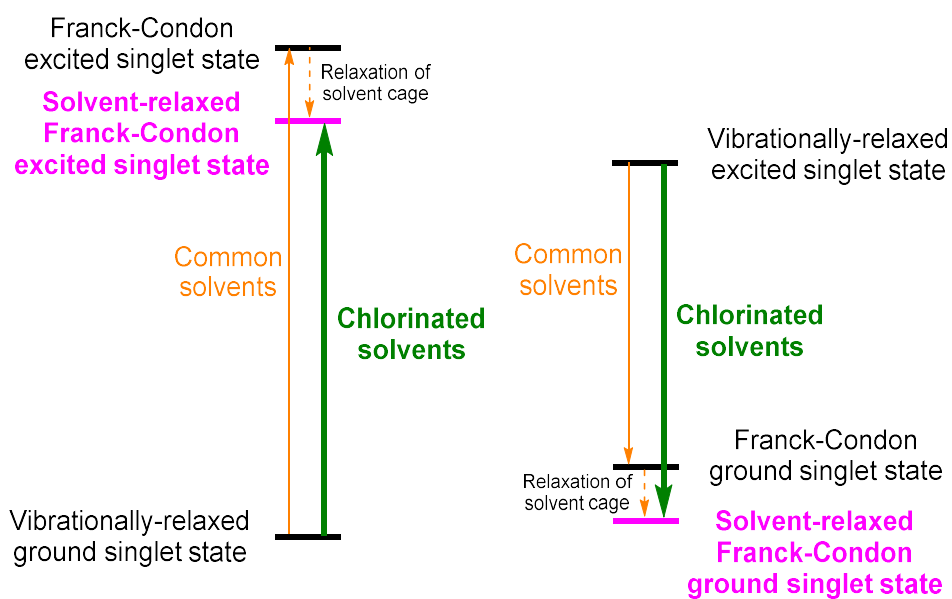
**Figure S7.** UV–visible absorption spectra of **6** in various solvents ( $1.0 \times 10^{-5}$  M).



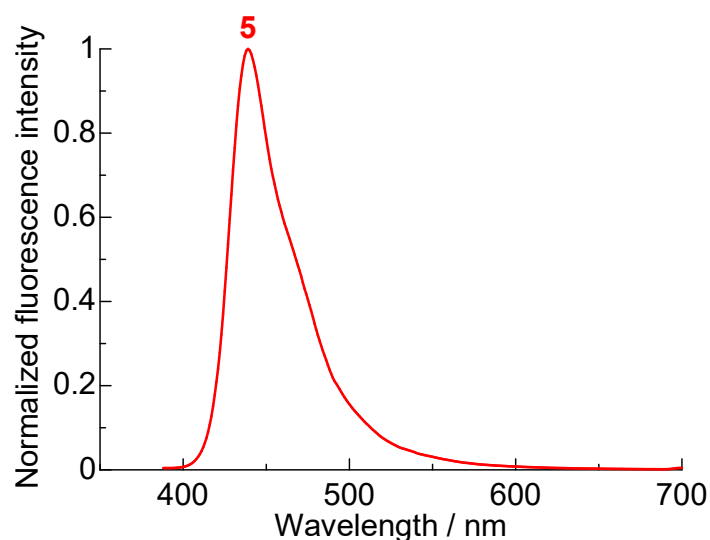
**Figure S8.** Normalized fluorescence spectra of **2** in various solvents ( $1.0 \times 10^{-5}$  M).



**Figure S9.** Normalized fluorescence spectra of **5** in various solvents ( $1.0 \times 10^{-5}$  M).



**Figure S10.** Representation of solvent-relaxed Franck-Condon (FC) excited state and solvent-relaxed FC ground state in chlorinated solvents.



**Figure S11.** Fluorescence spectra of **5** in the crystalline state.

**Table S1.** Optical properties of **2** in various solvents<sup>a</sup>

Solvent	$\lambda_{ab}$ ( $\epsilon$ ) / nm	$\lambda_{fl}^b$ / nm	$\Phi_f^c$
<i>n</i> -Hexane	297 (31,100), 302 (30,800), 311 (33,300)	323	0.21
Cyclohexane	298 (26,200), 303 (25,900), 312 (28,100)	332	0.34
Toluene	305 (29,000)	345	0.49
1,4-Dioxane	303 (26,200)	346	0.06
CHCl <sub>3</sub>	309 (28,500)	355	< 0.01
Ethyl acetate	303 (26,200)	347	0.04
THF	304 (30,700)	346	0.05
CH <sub>2</sub> Cl <sub>2</sub>	307 (29,900)	356	0.03
MeCN	305 (29,200)	364	0.01

<sup>a</sup>Measured at a concentration of  $1.0 \times 10^{-5}$  M. <sup>b</sup>The excitation wavelengths ( $\lambda_{ex}$ ) were as follows: hexane (321 nm), cyclohexane (311 nm), 1,4-dioxane (313 nm), toluene (315 nm), chloroform (319 nm), ethyl acetate (313 nm), THF (313 nm), dichloromethane (316 nm), and acetonitrile (314 nm). <sup>c</sup>Measured using an integrating sphere method.

**Table S2.** Optical properties of **5** in various solvents<sup>a</sup>

Solvent	$\lambda_{ab}$ ( $\epsilon$ ) / nm	$\lambda_{fl}^b$ / nm	$\Phi_f^c$
<i>n</i> -Hexane	340 (44,500)	393, 412	0.72
Cyclohexane	339 (41,400)	395	0.84
Toluene	347 (38,600)	409, 423	0.93
1,4-Dioxane	346 (45,000)	408	0.98
CHCl <sub>3</sub>	351 (37,600)	395, 405	0.09
Ethyl acetate	345 (46,300)	416	0.86
THF	345 (45,800)	415	0.94
CH <sub>2</sub> Cl <sub>2</sub>	350 (44,100)	439	0.87
MeCN	346 (45,600)	446	0.98

<sup>a</sup>Measured at a concentration of  $1.0 \times 10^{-5}$  M. The excitation wavelengths ( $\lambda_{ex}$ ) were as follows: *n*-hexane (350 nm), cyclohexane (349 nm), 1,4-dioxane (356 nm), toluene (357 nm), chloroform (361 nm), ethyl acetate (355 nm), THF (355 nm), dichloromethane (360 nm) and acetonitrile (356 nm). <sup>c</sup>Measured using an integrating sphere method.



**Table S3.** Optical properties of **6** in various solvents<sup>a</sup>

Solvent	$\lambda_{ab}$ ( $\epsilon$ ) / nm	$\lambda_{fl}^b$ / nm	$\Phi_f^c$
<i>n</i> -Hexane	306 (46,400)	406 <sup>[d]</sup>	0.16
Cyclohexane	306 (45,100)	407 <sup>[d]</sup>	0.21
Toluene	312 (44,500)	459 <sup>[e]</sup>	0.59
1,4-Dioxane	308 (47,600)	457 <sup>[e]</sup>	0.38
CHCl <sub>3</sub>	312 (43,000)	388 <sup>[d]</sup> , 488 <sup>[e]</sup>	0.07
Ethyl acetate	307 (48,300)	469 <sup>[e]</sup>	0.19
THF	309 (48,500)	464 <sup>[e]</sup>	0.26
CH <sub>2</sub> Cl <sub>2</sub>	310 (46,000)	392 <sup>[d]</sup> , 517 <sup>[e]</sup>	0.14
MeCN	308 (48,700)	538 <sup>[e]</sup>	0.05

<sup>a</sup>Measured at a concentration of  $1.0 \times 10^{-5}$  M. <sup>b</sup>The excitation wavelengths ( $\lambda_{ex}$ ) were as follows: *n*-hexane (316 nm), cyclohexane (316 nm), 1,4-dioxane (318 nm), toluene (322 nm), chloroform (322 nm), ethyl acetate (317 nm), THF (319 nm), dichloromethane (320 nm) and acetonitrile (318 nm). <sup>c</sup>Measured using an integrating sphere method. <sup>d</sup>Fluorescence from LE state. <sup>e</sup>Fluorescence from TICT state.

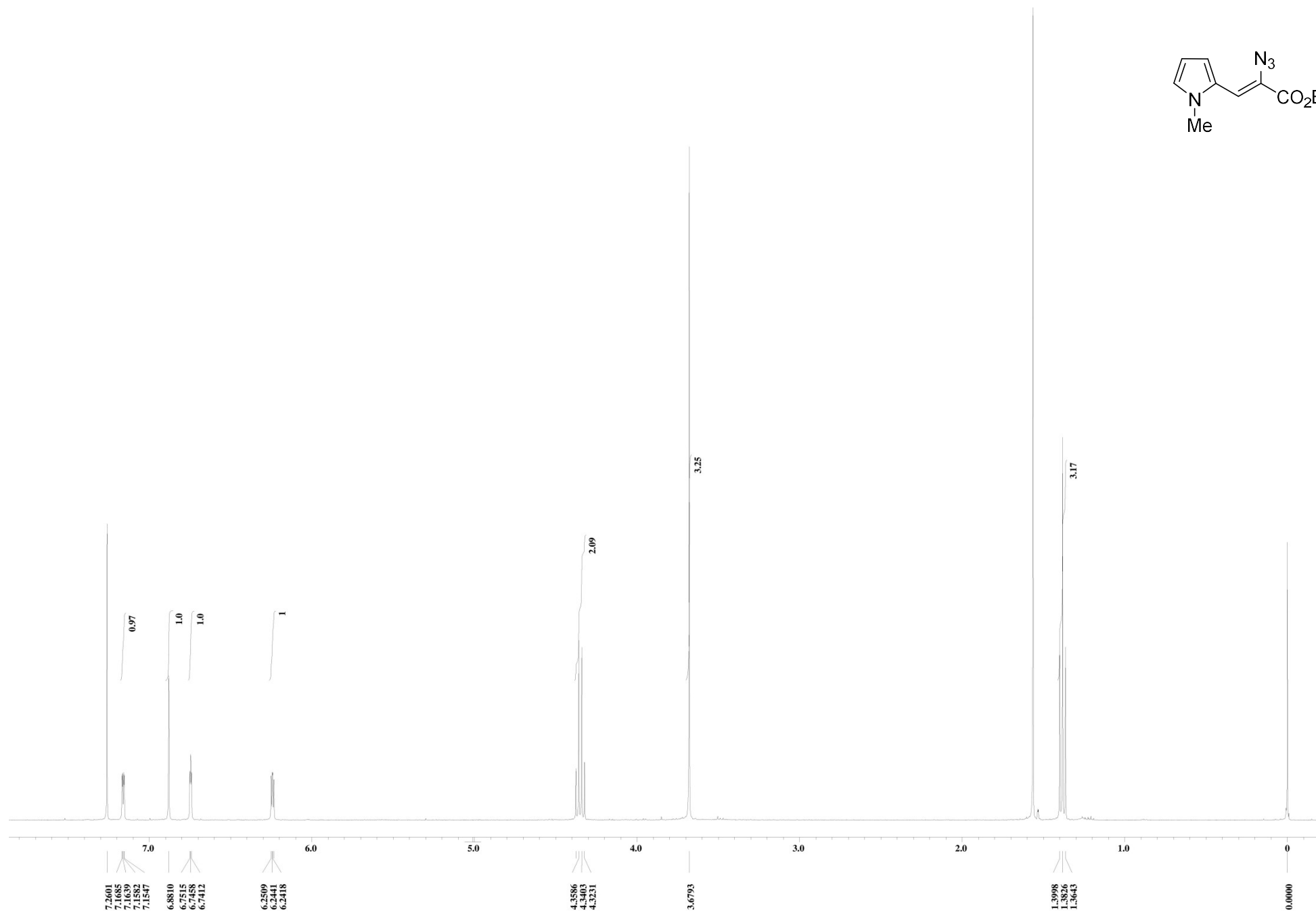
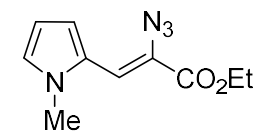


Figure S12. <sup>1</sup>H NMR spectrum of 1.

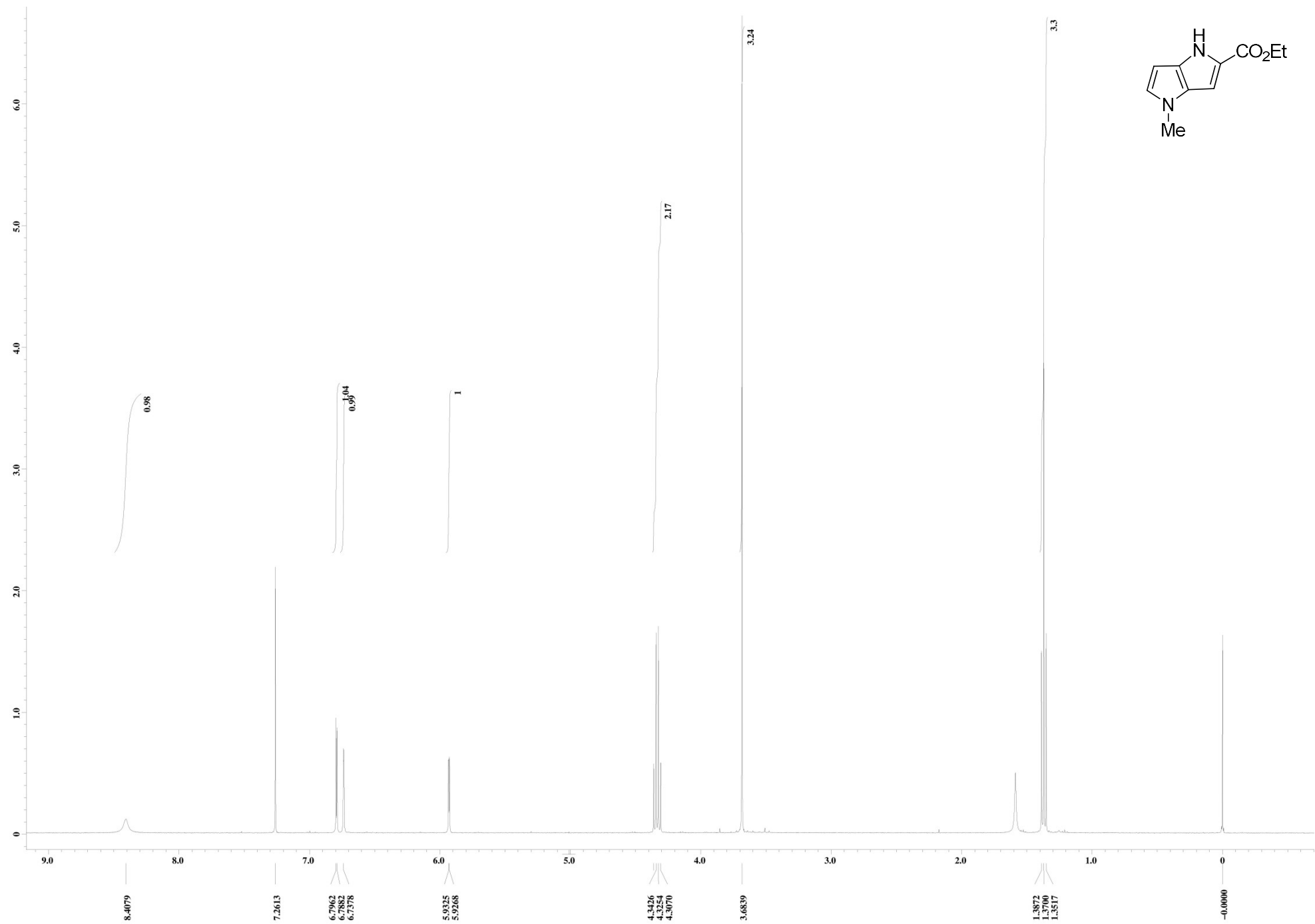


Figure S13. <sup>1</sup>H NMR spectrum of 2.

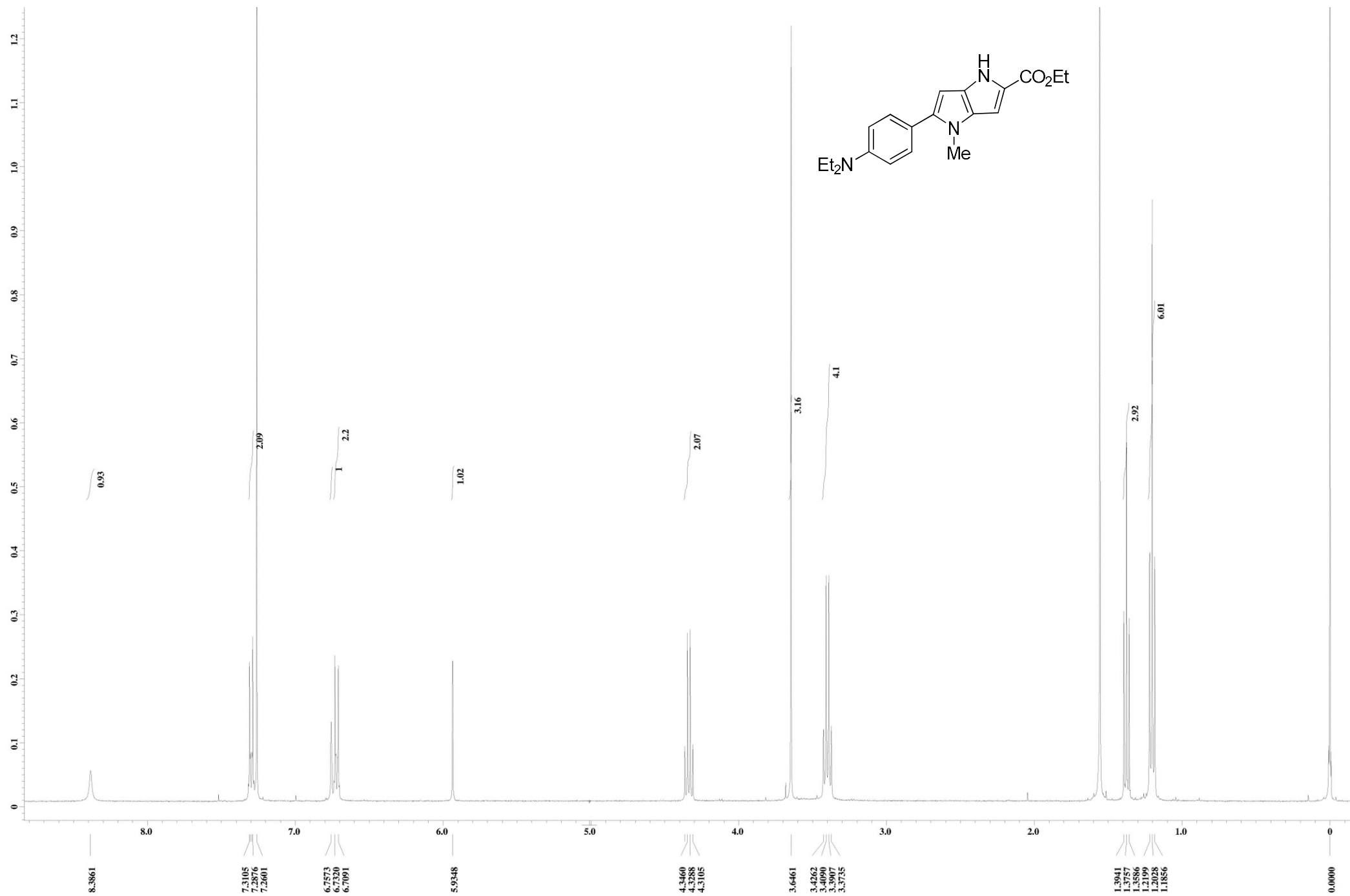


Figure S14. <sup>1</sup>H NMR spectrum of 5.

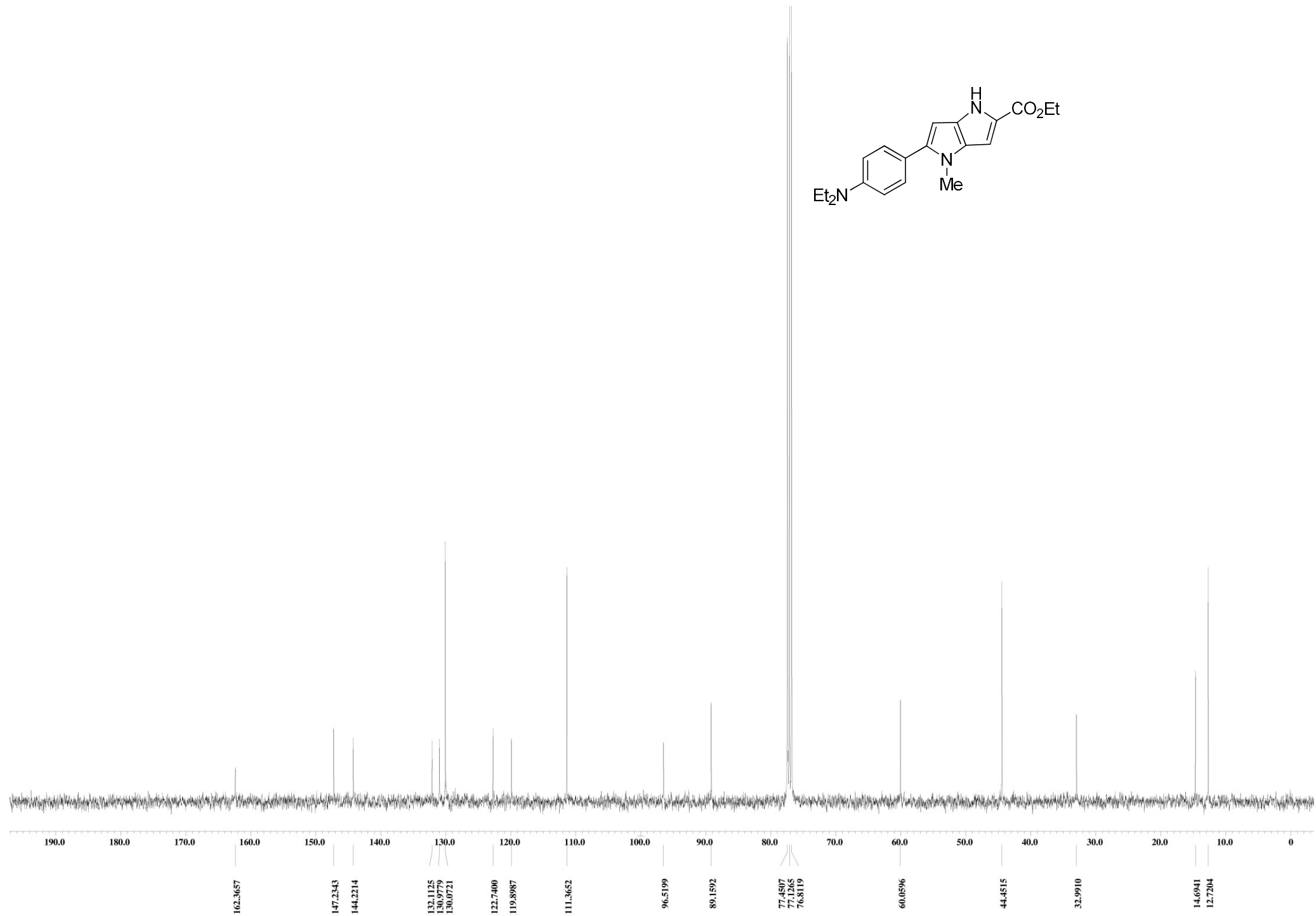


Figure S15.  $^{13}\text{C}$  NMR spectrum of 5.

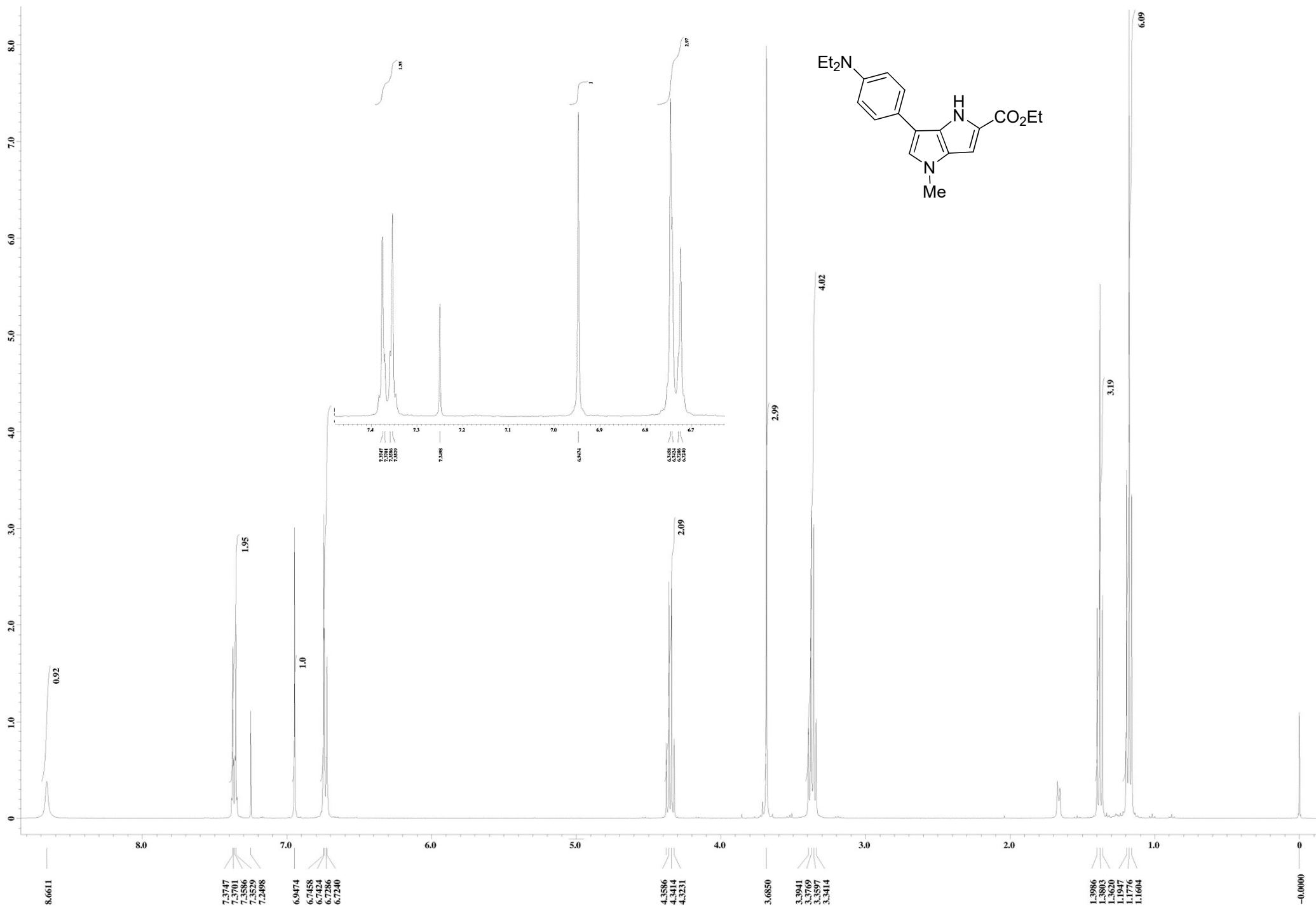


Figure S16. <sup>1</sup>H NMR spectrum of 6.

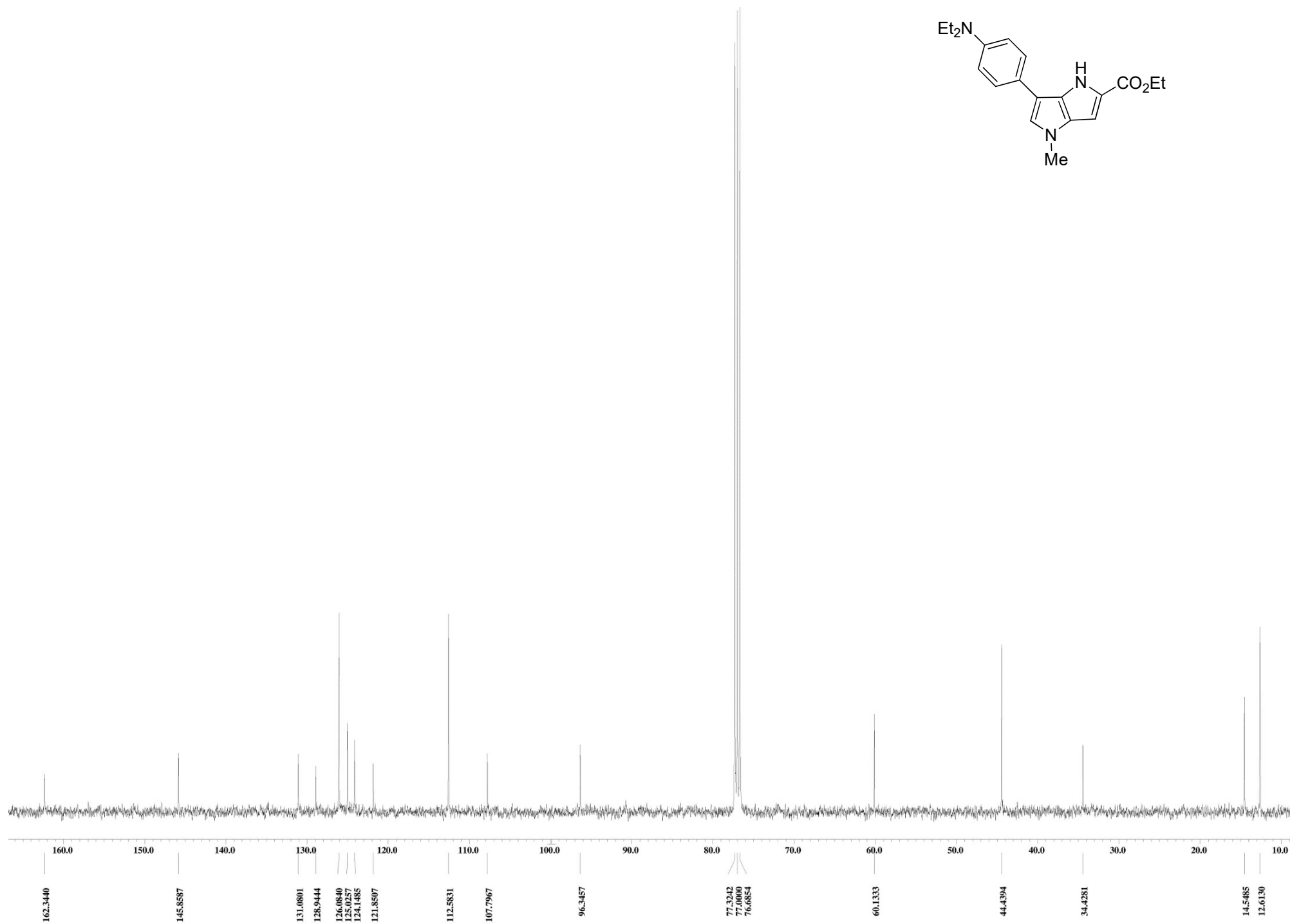
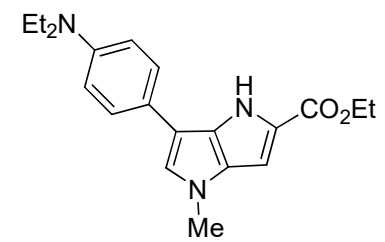


Figure S17. <sup>13</sup>C NMR spectrum of 6.