## **Supporting Information**

## **Carbazole- and Triphenylamine-Substituted Pyrimidines: Synthesis and Photophysical Properties**

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<sup>1</sup> H and <sup>13</sup> C NMR spectra of <b>2b</b>
<sup>1</sup> H and <sup>13</sup> C NMR and HRMS spectra of <b>2c</b>



Figure S1. Normalized absorption (dashed lines) and emission (solid lines) spectra of compounds 2a (green), 2b (blue) and 2c (red) in dichloromethane solution.



Figure S2. Normalized emission spectra of 1a in different aprotic solvents.



Figure S3. Normalized emission spectra of 1c in different aprotic solvents.



Figure S4. Normalized emission spectra of 2a in different aprotic solvents.



Figure S5. Normalized emission spectra of 2b in different aprotic solvents.



Figure S6. Normalized emission spectra of 2c in different aprotic solvents.



**Figure S7.** Emission maxima ( $\lambda_{em}$ ) as a function of the Dimroth-Reichardt polarity parameter  $E_T(30)$  for compounds **1** and **2**.



**Figure S8.** Changes in the absorption spectra of a chloroform solution of **1b** ( $c = 9.76 \times 10^{-6}$  M) upon addition of CSA (0-300 equivalents).



**Figure S9.** Changes in the emission spectra of a chloroform solution of **1b** ( $c = 9.76 \times 10^{-6}$  M) upon addition of CSA (0-300 equivalents).  $\lambda_{exc} = 400$  nm.



Figure S10. Changes in the emission spectra of a dichloromethane solution of 2c ( $c = 1.25 \times 10^{-5}$  M) upon addition of CSA (0-500 equivalents).  $\lambda_{exc} = 370$  nm.



**Figure S11**. Changes in the colour of a chloroform solution of **1b** ( $c = 9.76 \times 10^{-6}$  M) after the addition of 30 equivalents (middle) and in  $10^{-2}$  M CSA (right). Photographs were taken in the dark upon irradiation with a hand-held UV lamp ( $\lambda_{em} = 366$  nm).



**Figure S12**. Changes in the colour of a dichloromethane solution of **2b** ( $c = 1.97 \times 10^{-5}$  M) after the addition of 2 equivalents (middle) and in  $10^{-2}$  M CSA (right). Photographs were taken in the dark upon irradiation with a hand-held UV lamp ( $\lambda_{em} = 366$  nm).



**Figure S13.** Fluorescence spectra ( $\lambda_{exc} = 365 \text{ nm}$ ) and changes in the colour of filter paper samples after immersion into a dichloromethane solution of polystyrene doped with **2b** (1 wt%) in the absence (top) and the presence of 0.075 equivalents (middle) and 40 equivalents (bottom) of CSA. Photographs were taken in the dark upon irradiation with a hand-held UV lamp ( $\lambda_{em} = 366 \text{ nm}$ ).



Figure S14. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 1a in CDCl<sub>3</sub>.



Figure S15. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 1b in CDCl<sub>3</sub>.



Figure S16. HRMS spectra of compound 1b.



Figure S17. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 1c in CDCl<sub>3</sub>.



Figure S18. HRMS spectra of compound 1c.



Figure S19. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 2a in CDCl<sub>3</sub>.



Figure S20. HRMS spectra of compound 2a.



Figure S21. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 2b in CDCl<sub>3</sub>.



Figure S22. <sup>1</sup>H and <sup>13</sup>C NMR spectra of compound 2c in CDCl<sub>3</sub>.



Figure S23. HRMS spectrum of compound 2c.