## Thermotropic Liquid-Crystalline and Light-Emitting Properties of Poly(pyridinium) Salts Containing Various Diamine Connectors and Hydrophilic Macrocounterions

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Figure S1. FTIR spectra of polymers II-1–II-5 taken at room temperature.



**Figure S2.** Expanded <sup>1</sup>H NMR spectra [delay time = 1 s, number of scans = 16] of polymers (a) **I-1** and (b) **II-1** [10 mg/mL in  $d_6$ -DMSO at 25 °C].



**Figure S3.** Expanded <sup>1</sup>H NMR spectra [delay time = 1 s, number of scans = 16] of polymers (a) **I-3** and (b) **II-3** [10 mg/mL in  $d_6$ -DMSO at 25 °C].



**Figure S4.** Expanded <sup>1</sup>H NMR spectrum [delay time = 1 *s,* number of scans = 16] of polymer **II-4** [10 mg/mL in *d*<sub>6</sub>-DMSO at 25 °C].



**Figure S5.** Expanded <sup>1</sup>H NMR spectrum [delay time = 1 s, number of scans = 16] of polymer **II-5** [10 mg/mL in  $d_6$ -DMSO at 25 °C].



**Figure S6.** Small-angle X-ray scattering patterns of the amorphous phases of polymers **II-3–II-5** registered at room temperature. The strong halo in the wide-angle range of the diffractogram, with a maximum at 4.4–4.6 Å, was readily assigned to the overlapping distances between molten aliphatic chains and semi-rigid backbones.



**Figure S7**. Photomicrographs of polymers **II-1** at room temperature (crystalline phase) and lamellar phase under crossed polarizers exhibiting thermotropic LC phase (magnification 400x).



**Figure S8.** Emission spectra of polymer **II-1** in (a) MeOH, (b) CH<sub>3</sub>CN, (c) acetone, (d) CHCl<sub>3</sub> and (e) THF at various excitation wavelengths.



**Figure S9.** Emission spectra of polymer **II-2** in (a) MeOH, (b) CH<sub>3</sub>CN, and (c) THF at various excitation wavelengths.



**Figure S10**. Emission spectra of polymer **II-3** in (a) MeOH, (b) CH<sub>3</sub>CN, (c) acetone, (d) CHCl<sub>3</sub> and (e) THF at various excitation wavelengths.



**Figure S11**. Emission spectra of polymer **II-4** in (a) MeOH, (b) CH<sub>3</sub>CN, (c) acetone, (d) CHCl<sub>3</sub> and (e) THF at various excitation wavelengths.



**Figure S12**. Emission spectra of polymer **II-5** in (a) MeOH, (b) CH<sub>3</sub>CN, (c) acetone, (d) CHCl<sub>3</sub> and (e) THF at various excitation wavelengths.