Electronic Supplementary Material (ESI) for RSC Advances.

Supporting Information

Fundamental aspects of property tuning in push-pull molecules

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1. Correlations

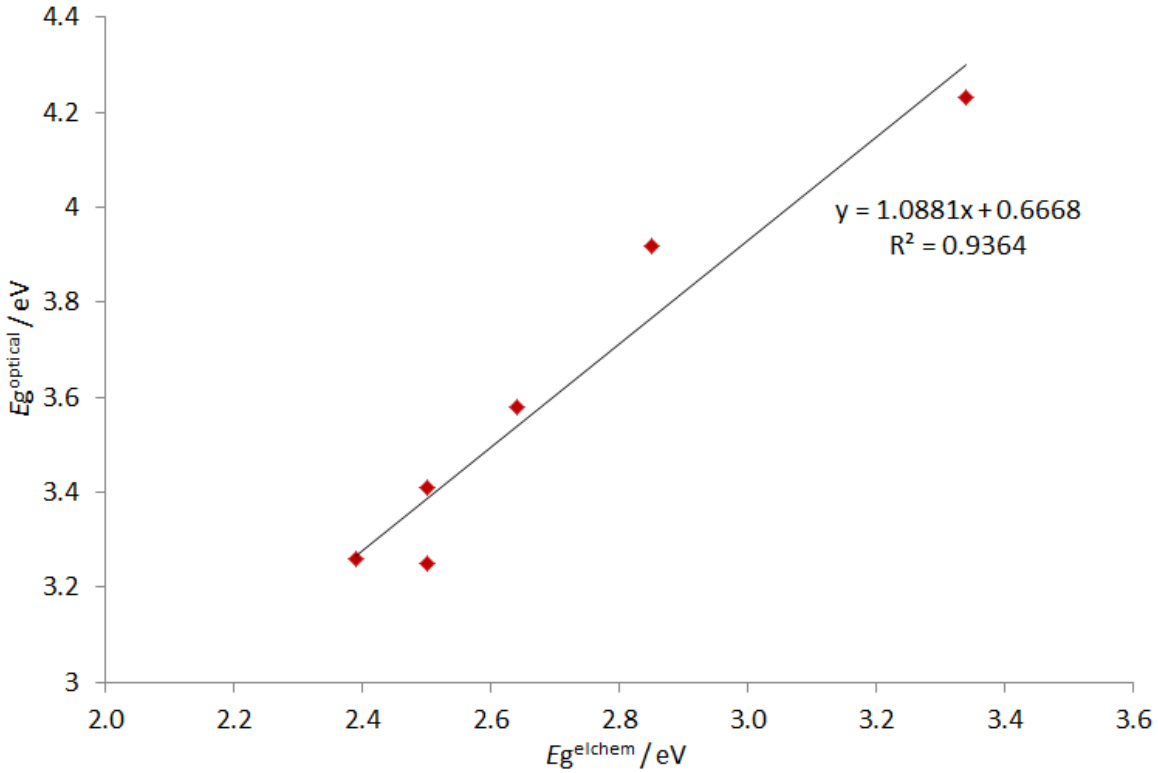

Fig. S1 Correlation of the optical and electrochemical gaps in molecules **1c**-**6c** (Ref.[1])

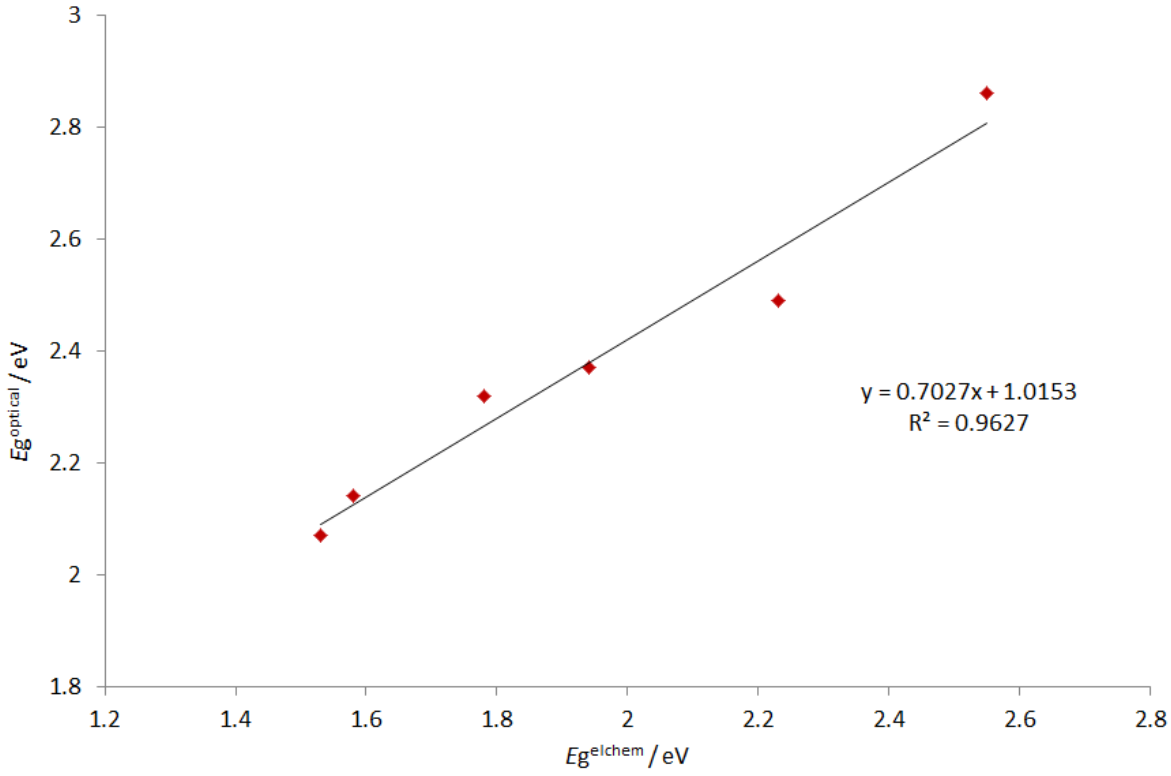

Fig. S2 Correlation of the optical and electrochemical gaps in molecules **19a**-**19f** (Ref.[2])

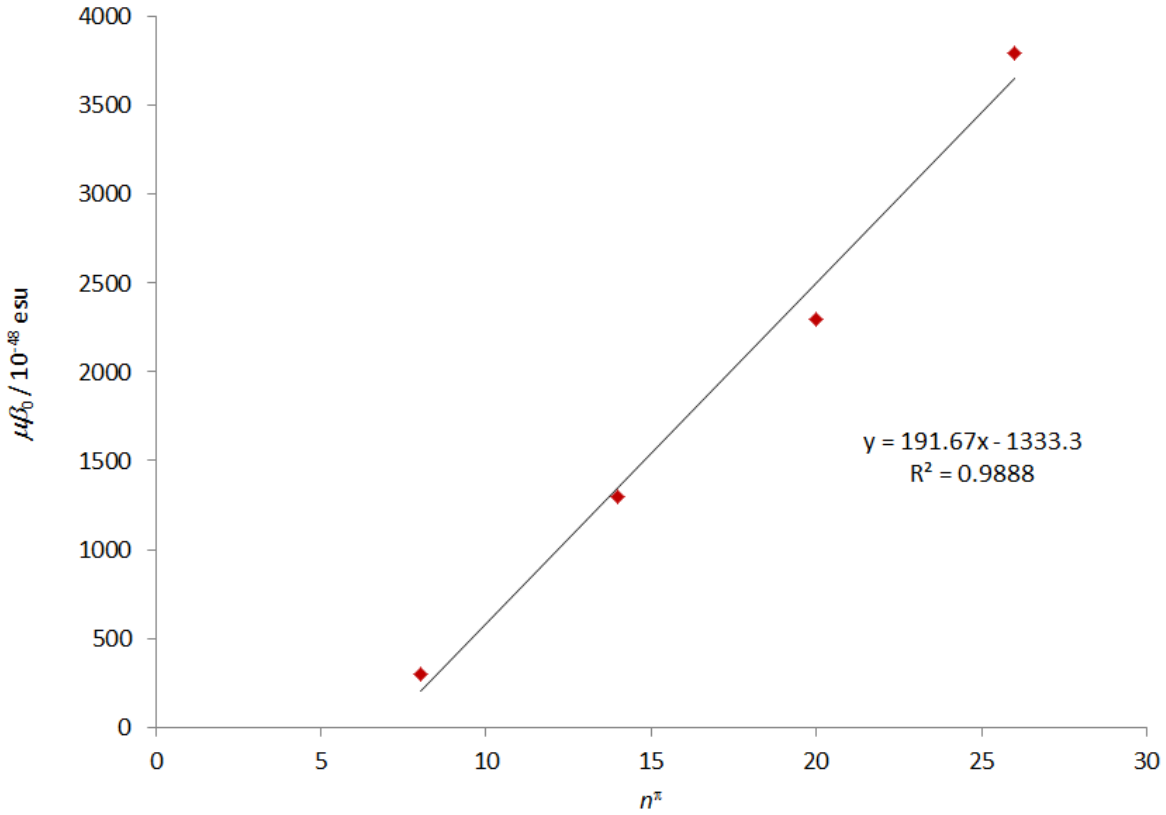

Fig. S3 Correlation of the NLO response ($\mu\beta$ product) *vs.* number of π-electrons in **22b**-**c** (Ref.[3])

2. References

1 J. Kulhánek, F. Bureš, O. Pytela, T. Mikysek, J. Ludvík and A. Růžička, *Dyes Pigm.*, 2010, **85**, 57.

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3 A. K.-Y. Jen, V. P. Rao, K. Y. Wong and K. J. Drost, *J. Chem. Soc., Chem. Commun.*, 1993, 90.