The relevance of the research topic is conditioned by the trends of globalization, the processes of diversification of the Russian economic system, which has taken the course to develop the intellectual economy, the socio-demographic situation, the current practice of modernizing the Russian education system, which implies the development of a competitive environment, the lack of total control by the state, Institutions. Therefore, to ensure the sustainable development of an educational organization it is not enough to know the market of educational services and to be able to work in market conditions - it needs to be understood and recognized at the level of society, the state, individual employers and opinion leaders. Such a long-term development strategy is directly dependent on a well-developed brand management policy, the purpose of which is to develop the brand potential of the university, which provides high numbers of the receiving company, grant support, investment projects, expansion of international network cooperation, and, therefore, the possibility of exporting educational services, interest in the organization from highly qualified pedagogical and scientific personnel.

The purpose of this study is to develop a project for the promotion of the subbrand FSEI of HPE "PSU" "Educational and recreational sports center" DAMHURZ "FSEI of HPE" PSU ".

Based on the purpose and subject of the study, the following tasks were identified:

- to study the information and communication bases for the formation of the university's brand;
- to consider the reasons for the actualization of branding of subjects of the educational space;
- to investigate the main aspects of the current branding policy of the State Educational Establishment of Higher Professional Education in the "PSU";
- to develop a project for the promotion of the Educational and Recreational Sports and Recreation Center "DAMHURZ" FSEI of HPE "PSU".

Results of the study. Practical significance of the research results consists in the possibility of using the development of innovative brand-management strategies and building management systems for the university's portfolio of brands. This will increase the effectiveness of the current integrated branding policy of the educational organization.